iTunes Connect Developer Guide

Developer

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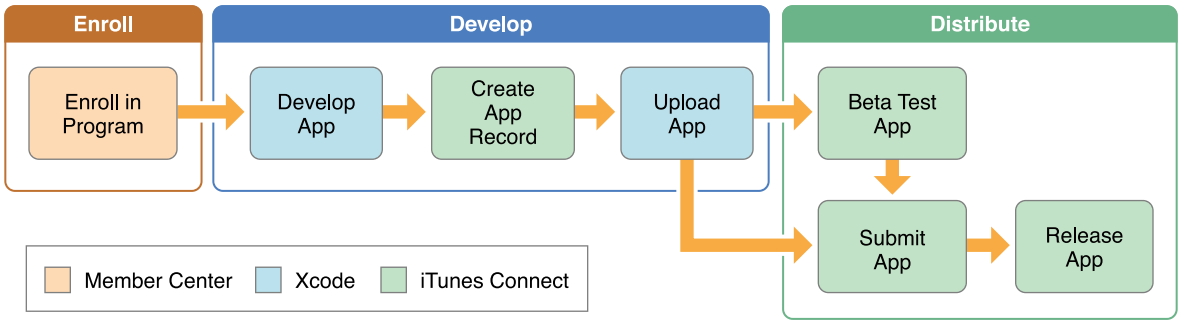
About iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale in the App Store or the Mac App Store. This document describes how to use iTunes Connect before, while, and after submitting an app for distribution through the store.



iTunes Connect organizes your portfolio of store content, legal and tax documents, and contact information so that you can easily find and add to the material. It also collects status information, feedback, and earnings information provided by Apple, allowing you to manage your app's sales progress from a single place.

> **Note:** Certain iTunes Connect pages can be viewed in languages other than English. To change the language you see in iTunes Connect, you must change your language preference in your operating system settings: on a Mac, go to System Preferences and then Language & Region.

At a Glance

This document helps you understand how to use iTunes Connect before, while, and after uploading a build and submitting an app for distribution through the App Store or Mac App Store.

Before Submitting Apps

After reading a quick overview of the iTunes Connect website, you can get started with contract requirements so that the process is complete by the time your app is ready for the store. Your *team agent*—the first member of your organization to register with iTunes Connect—can delegate most of these tasks by inviting others to join the iTunes Connect organization and configuring their accounts to have the appropriate access to iTunes Connect sections.

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Related Chapters

Overview of iTunes Connect (page 12)

First Steps: Identifying Your App in iTunes Connect (page 16)

Setting Up User Accounts (page 82)

Managing Agreements, Tax, and Banking (page 139)

During App Submission

The first time you submit an app to the store, you create an *iTunes Connect record* for it. If the app uses any of Apple's store technologies—such as Game Center or In-App Purchase—you enable those services in the iTunes Connect record, also called an "App record." You can also include app information in multiple languages to display in stores.

After you create the iTunes Connect record, you upload a build for the app.

If the app runs on iOS, you can have users from your organization try it out before you submit it to the store.

Then submit your app to be reviewed. After a successful review, your app is put on sale in the App Store.

Related Chapters: Creating an iTunes Connect Record for an App (page 29), Configuring Store Technologies (Optional) (page 36), Displaying on the Store in More Than One Language (Optional) (page 47), Submitting the App to App Review (page 63), TestFlight Beta Testing (Optional) (page 51)

After Apps Are Available on the Store

iTunes Connect provides information about your app, including sales numbers, download numbers, and your earnings. You can find information from your customers' experience with your app, such as customer reviews, crash reports, and the top scores reported in Game Center leaderboards. You can also view an inventory of your apps and their configurations by running catalog reports.

Related Chapters: Improving Your Customers' Experience (page 119), Viewing App Analytics (page 134), Viewing Sales and Trends (page 135), Viewing Payments and Financial Reports (page 153), Working with Catalog Reports (page 154)

After apps are live, you can manage store text and images. When you update an existing app, you'll add the new version to the same iTunes Connect record for the app. If needed, you can remove an app from the store or transfer it to another organization.

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Related Chapters: Viewing and Changing Your App's Metadata (page 94), Viewing and Changing Your App's Status and Availability (page 101), Replacing Your App with a New Version (page 128), Transferring and Deleting Apps (page 112)

How to Use This Document

Use this document to understand how to use iTunes Connect before, during, and after uploading and submitting an app for distribution through the App Store or Mac App Store.

See Also

App Distribution Guide explains how to develop, test, package, upload, and release your iOS and Mac apps, including preparing information to include in the iTunes Connect record for the app. If you are responsible for uploading an app to iTunes Connect, make sure to read the *App Distribution Guide* before you start with iTunes Connect.

App Review describes guidelines developers need to follow when creating apps they plan to submit to the App Store or Mac App Store.

If you are planning to distribute an app that uses a store technology, you may need to refer to one of the following configuration guides that augment this developer guide:

- *Game Center Configuration Guide for iTunes Connect* contains details for setting up leaderboards, achievements, game groups, and multiplayer compatibility options for apps that use Game Center.
- *In-App Purchase Configuration Guide for iTunes Connect* contains details for setting up products that are sold through a store in the app.

In addition, the *App Metadata Specification* and *Transporter Quick Start Guide* describe how to deliver app configuration metadata in batches in an App Store or Mac App Store package using Transporter. This is particularly helpful when you have many In-App Purchase products to configure for an app. These documents are available to iTunes Connect users …in the Resources and Help section under App Preparation and Delivery.

Throughout this document, look for links to additional documents on more specific topics.

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Overview of iTunes Connect

iTunes Connect is a suite of web-based tools created for developers to submit and manage their apps for sale using the App Store or Mac App Store. It organizes your portfolio of store content, documents, and contact information so that you can easily find and add to the material. iTunes Connect also collects status information, feedback, and earnings information that comes from Apple. This means that you can manage your app sales progress from a single place.

Sign In to iTunes Connect

Before you can use iTunes Connect, you must have an iTunes Connect user account. There are two ways to receive an iTunes Connect account:

- Start your own iTunes Connect organization by enrolling in an Apple Developer Program. You can then sign in to iTunes Connect as your organization's team agent. The Apple ID you used for the Apple Developer Program is your credential to sign in to iTunes Connect.
- Be invited into an existing iTunes Connect organization. The organization's team agent or another user with an iTunes Connect Admin role must create your account using your name and email address. If the email address isn't already an Apple ID, iTunes Connect generates an Apple ID using this email address. See Setting Up User Accounts (page 82) for instructions for creating new users and for what to do if a member of your organization already has an Apple ID.

> **Note:** Both the Apple Developer Program and iTunes Connect use Apple IDs for account validation. However, being a member of the Apple Developer Program doesn't automatically give users access to iTunes Connect. Users must be invited to join iTunes Connect.

The Apple ID and password are the credentials used to access your iTunes Connect user account.

To sign in to iTunes Connect

1. Go to https://itunesconnect.apple.com.
2. Enter your Apple ID and password, and click Return.

   After you sign in, the iTunes Connect homepage appears.

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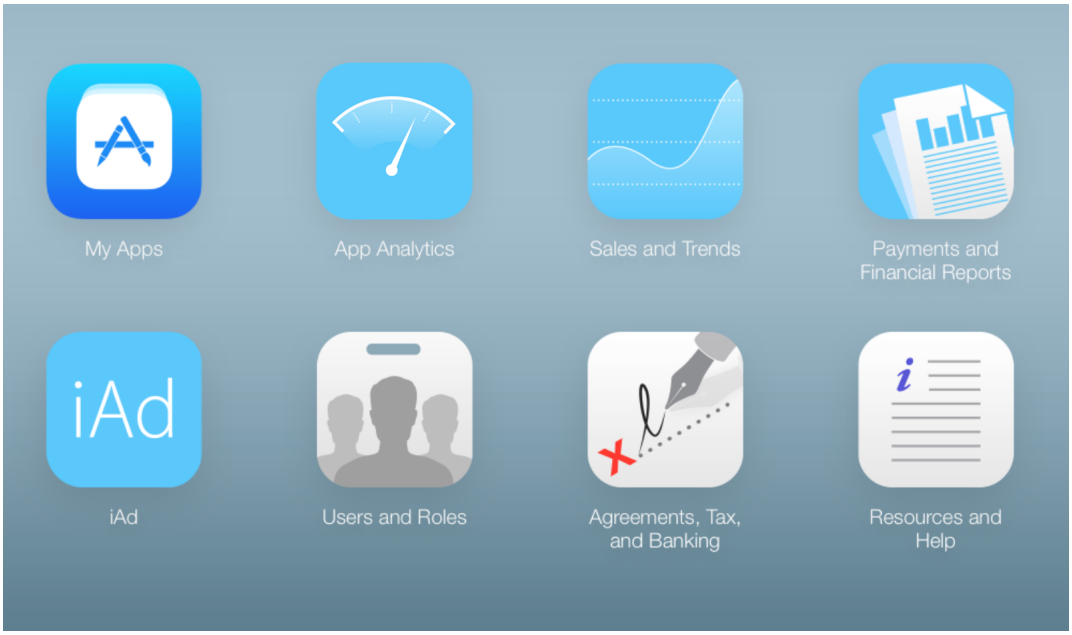
Find Functionality by Section

iTunes Connect is divided into sections, each of which organizes the tasks you can accomplish. You see the sections on the iTunes Connect homepage that correspond to the roles assigned to your user account. Table 1-1 (page 13) describes each section.



Tip: You can return to the iTunes Connect homepage at any time by clicking iTunes Connect at the top of every page.

Table 1-1 iTunes Connect sections

Section	Description
	My Apps. Add, view, and manage your apps on the store. This is where you would configure store technologies such as iCloud, Game Center, In-App Purchase, and Newsstand.
	App Analytics. View analytics that track user app acquisition, usage, and monetization. Go to App Analytics User Guide to learn more about understanding your analytics.

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Section	Description
	Sales and Trends. View reports that show sales and download metrics and trends over time. Go to Sales and Trends Guide: App Store to learn more about reading your sales and trend reports. Sales information is also available using the iTunes Connect app. See Take iTunes Connect with You (page 15).
	Payments and Financial Reports. View and download your monthly financial reports and payments. Go to iTunes Connect Payments and Financial Reports Guide to learn how to view your available monthly Financial Report earnings, amount owed, and last payment.
	iAd. Set up and manage the iAd App Network to present advertising in your ad-ready apps.
	Users and Roles. Add and delete your iTunes Connect users, TestFlight beta testers, or sandbox testers. Change users' roles and notification settings.
	Agreements, Tax, and Banking. Accept the terms of the iOS or Mac Paid Applications or iAd App Network Contract. Download a PDF copy of your contract. This is where you would enter tax information and set up electronic banking information to receive earnings payments from Apple.
	Resources And Help. Get answers to your questions from Apple developers, from frequently asked questions, by viewing Apple video tutorials and documents, or by contacting an App Store representative.

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Take iTunes Connect with You

The iTunes Connect app is an extension of iTunes Connect that presents sales and trend information about your apps. The underlying unit data is the same information that continues to be available to you in the Sales and Trends section in iTunes Connect. You can also view your apps' customer reviews, reject a build, release an app, and perform other basic app management actions.

iTunes Connect is available on the App Store.

Get Support Through FAQs, Forums, Videos, and More

The Resources and Help section of the iTunes Connect home page gives you access to rich sources of information for distributing apps:

- **Frequently Asked Questions.** FAQs provide distinct organization and direct access to specific topics that may help you find answers that you weren't able to find in this document.
- **Forums.** The developer forum gives you the opportunity to find solutions from and share tips with other Apple developers.
- **Contact Us.** A series of menus and options help you precisely identify an issue. This decision tree directs you to FAQs related to the question and to Contact Us forms that are sent to the appropriate Apple representative.
- **Video Tutorials and Documents.** The Resources And Help section provides videos and documents focusing on getting-started tasks, app preparation and delivery, and using iTunes Connect itself.

Now that you know how to access the tools, think about what information you want to use to present your app on the store. The next chapter describes the kinds of material you can provide and gives tips on how to make it attractive and compelling to customers.

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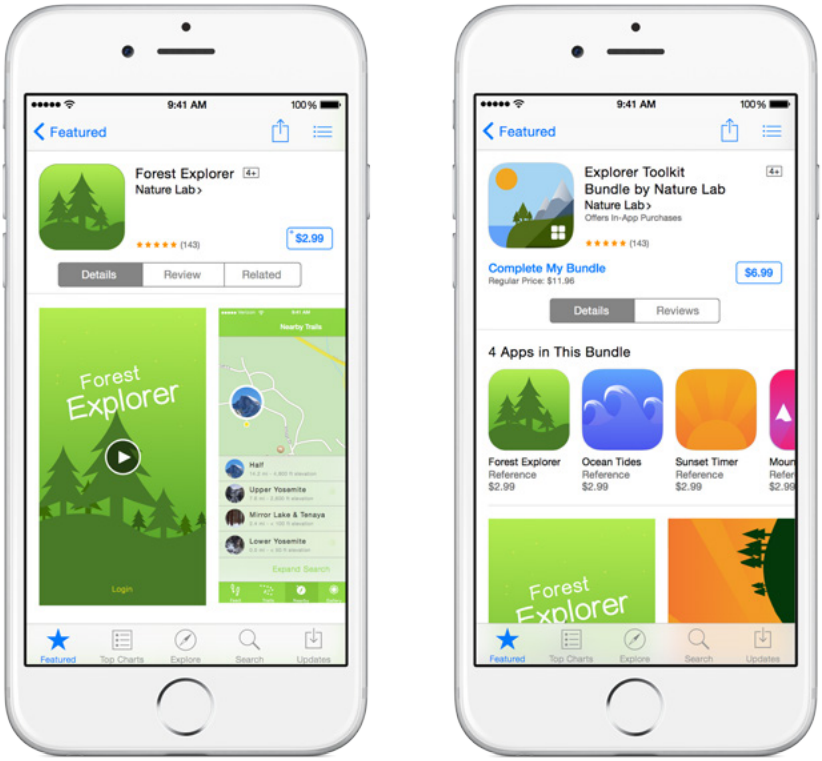
First Steps: Identifying Your App in iTunes Connect

The App Store is a highly competitive, vibrant, and constantly evolving digital marketplace where success requires a thoughtful strategy and a desire to delight users. iTunes Connect is your tool to manage, maintain, and market your apps on the App Store.



Design Your App Store Product Page

Some of the metadata you enter in iTunes Connect—such as the app name, icon, and screenshots—appears directly on the App Store product page. To prepare the following metadata about your app that appears on the product page, go to App Store Product Page first. Later, you'll enter this information in iTunes Connect.

- App Name
- Icons
- App Previews

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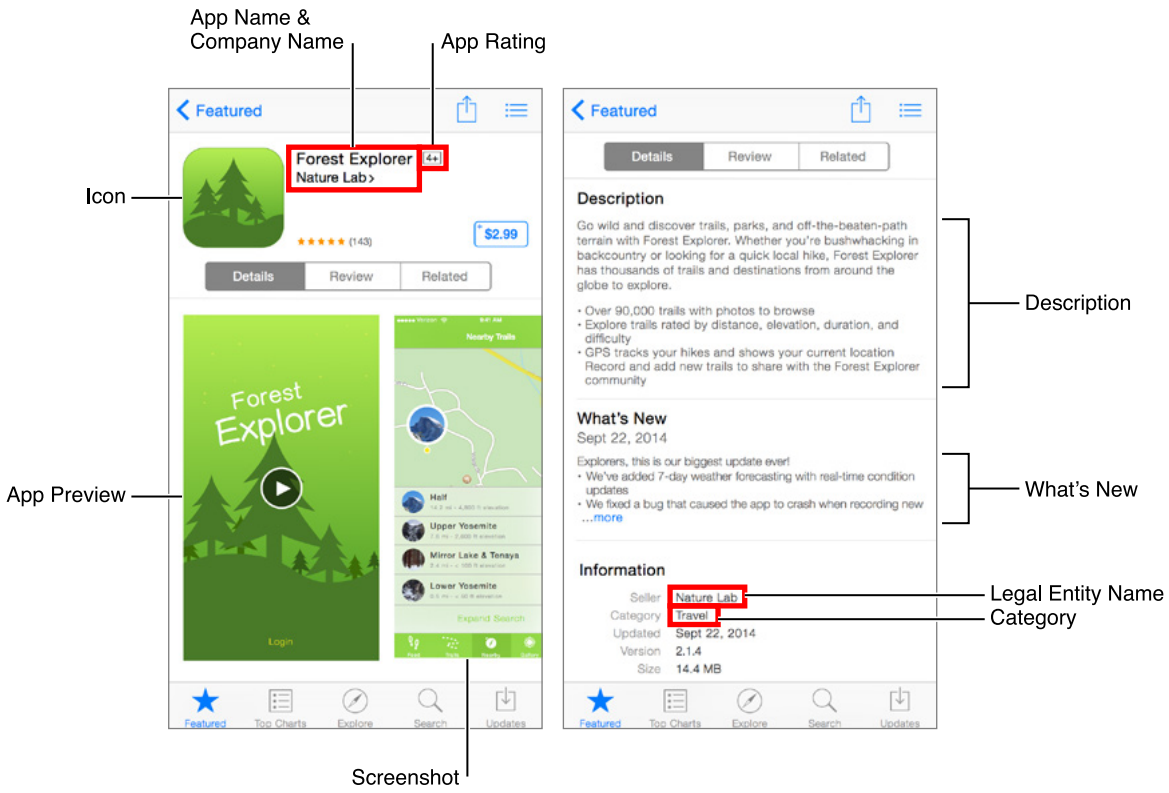
- Screenshots
- Description
- What's New
- Keywords
- Categories



For additional app icon requirements, read General App Information (page 174). For additional app preview requirements, read App Preview (Optional) (page 19). For additional screenshot requirements, read Screenshots: Pictures Tell the App's Story (page 18). To choose an app rating, read Set App Ratings (page 22). For overall design assistance, refer to *iOS Human Interface Guidelines* or *OS X Human Interface Guidelines*.

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Note: The company name defaults to the legal entity name you enter when you enroll in the Apple Developer Program. If you enroll as a company, you can set the company name (distinct from your legal entity name) only once when you add your first app, as described in Creating an iTunes Connect Record for an App (page 29). The company name must be a registered DBA or trade name. The company name will be used for all your apps and can't be changed later. If you enroll as an individual, the company name is the same as your legal name. In the store, the "company name" is used prominently for navigation and to group your apps. Your legal entity name appears as the "seller" of your apps. For example, "Apple" is the company name and "Apple, Inc" is the seller name. When users tap your company name, they see all of the apps you have on the store.

Screenshots: Pictures Tell the App's Story

When creating screenshots to be posted to the store, follow these guidelines:

- Don't place the screenshot inside an Apple device image.
- Always remove the status bar from screenshots to present a cleaner look. iTunes Connect expects screenshots of dimensions that exclude that area.
- Don't combine multiple app screens in the area designed for a single app screen.
- Take screenshots on the target device (not in iOS Simulator). To do this, hold down the Power button and press the Home button. The screenshot is saved to the Camera Roll.
- Provide screenshots in portrait or landscape mode.
- Use high-resolution Retina devices to make the screenshots.
- Avoid overworking the screenshots with marketing messages and additional graphic treatments.
- Only add minimal graphic overlays when it's necessary to explain the image.
- Don't forget to localize screenshots. Before taking the screenshots, set the iPhone or iPad language from Settings > General > International > Language. Set the Mac language from System Preferences > Language & Region.
- Don't reference specific prices in your app screenshots. Referencing a local currency can mislead customers in other store territories and cause confusion.

The first screenshot appears as a search result on the device App Store on iPhone and iPad if no app preview is available, so place the best screenshot first. For details on screenshot requirements, read Screenshot Properties (page 178).

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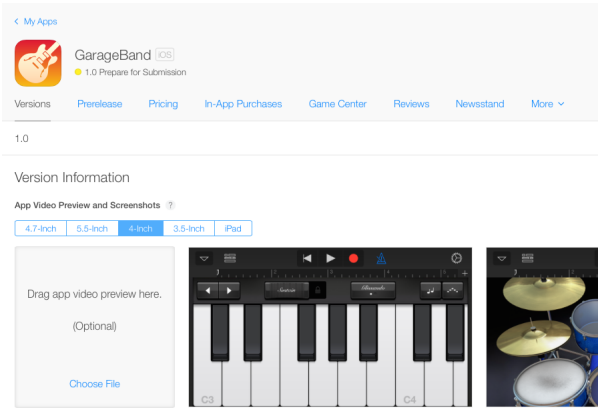
App Preview (Optional)

An app preview demonstrates the features, functionality, and user interface of your app in a short video that users can watch right on the App Store. For a detailed description, go to App Previews.

When creating an app preview, follow these guidelines:

- To upload your app preview, you will need Safari 8 and OS X 10.10 or later. For the full set of requirements and specifications, see App Preview Properties (page 182).
- You can upload an app preview only when the app is in an editable state or when you are submitting a new version.
- You can submit app previews for an app for all devices except 3.5-Inch.
- The app preview you upload will be visible for all localizations.
- After you capture your video, you can edit it using your favorite video editor, including iMovie or Final Cut Pro X (see Creating App Previews with iMovie and Final Cut Pro X (page 20)).
- To upload your app preview, select it with the Choose File selector or drag the video into the leftmost position of the App Video Preview and Screenshots section.



- When your app appears in a search result on the App Store, the first thing displayed is a frame from your app preview, called the *poster frame*. To select your poster frame, see Editing the Poster Frame for Your App Preview (page 20).
- After uploading an app preview and selecting a poster frame, you must click Save on the App Details page to save your changes.
- After you upload your app preview, it may take up to 24 hours to be processed. Once it has finished processing, you can play back the video by clicking the Play button on the poster frame under Versions on the App Details page.
- You can remove your app preview at any time, but you can edit and resubmit it only when the app is in an editable state.

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Creating App Previews with iMovie and Final Cut Pro X

iMovie comes with every Mac and makes it easy to create great-looking app previews; with it, you can edit screen recording videos and customize your preview with titles, transitions, a soundtrack, and voiceover. Final Cut Pro X, available on the Mac App Store, combines power and flexibility to give you even more control when creating your preview. Eleven titles designed to showcase apps in action are included with iMovie, and are available here as a free download for Final Cut Pro X.

To learn more about creating app previews with iMovie and Final Cut Pro X, go to these webpages:

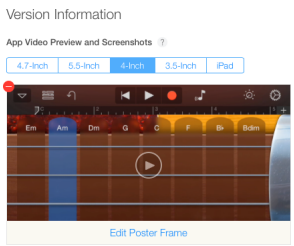
- iMovie Guide for Creating App Previews
- Final Cut Pro X Guide for Creating App Previews

Editing the Poster Frame for Your App Preview

When displayed in the results of a user's App Store search, your app is represented by its *poster frame*. By default, the poster frame is the frame 5 seconds after the beginning of your app preview video, but you can change this to substitute a frame from anywhere in the video.

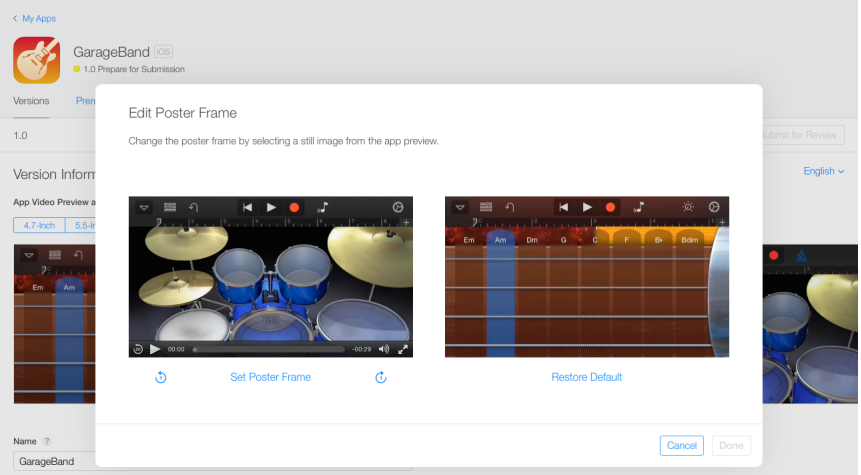
To edit the poster frame for your app preview

1. When your app is in an editable state (see About App Statuses (page 101)), hover over the app preview from the App Details page.



   A dialog appears that lets you select your desired poster frame or restore the default frame.

2. Use the playback controls to navigate to the frame of the video you want to use for your poster frame.



3. Click Set Poster Frame to select the currently displayed frame of the video as your poster frame.
4. Click Done to save your choice.

Prepare Your WatchKit App Icon, Screenshots, and Description

If your app contains a WatchKit extension, make sure the metadata for your App Store product page includes your app's functionality on Apple Watch. For details on how to prepare WatchKit app metadata, go to Preparing Your App Submission for Apple Watch and read the "App Store Metadata" section. For the icon and screenshot requirements, read Apple Watch Properties (page 188).

Newsstand Cover Art: Continue Your Brand into Another Level of User Interaction

When you are selling an app to deliver magazine or newspaper content, your current issue appears where the app icon would appear in the store. Make sure that users make a visual connection between what they see before they purchase the app and what they see when they download Newsstand products and make subscription decisions.

For information about Newsstand art requirements, go to Newsstand Icons.

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Set App Ratings

The App Store has a special category for apps targeted at children aged 11 and under. Even if your app isn't specifically targeted at kids, you help your customers make good choices for children and adults by providing content ratings.

Ratings: Advice for Your Customers

The rating for your app informs parental controls on the store. All apps are required to have a rating. iTunes Connect provides a list of content descriptions for which you identify how frequently the content appears in your app. Your selections are converted to the App Store app rating as well as territory-specific app ratings, such as for the Brazil App Store.

> **Important:** Apple rejects apps that include material that Apple finds obscene, pornographic, offensive, or defamatory.

Table 2-1 describes Apple's ratings, and Table 2-2 (page 23) provides the equivalent ESRB and PEGI ratings. For territory-specific ratings, such as those for Brazil, see Territory-Specific Ratings (page 24).

Table 2-1 Apple rating chart

Rating	Definition
4+	Apps in this category contain no objectionable material.
9+	Apps in this category may contain instances of the following content that may not be suitable for children under the age of 9: • Infrequent or mild occurrences of realistic violence • Infrequent or mild profanity • Infrequent or mild mature, suggestive, or horror-themed content • Frequent or intense cartoon or fantasy violence

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Rating	Definition
12+	Apps in this category may contain instances of the following content that may not be suitable for children under the age of 12: • Infrequent or mild medical or treatment-focused content • Infrequent or mild references to alcohol, tobacco, or drug use • Simulated gambling • Infrequent or mild sexual content or nudity • Frequent or intense profanity • Frequent or intense realistic violence • Frequent or intense horror-themed content
17+	Apps in this category may contain instances of the following content that may not be suitable for children under the age of 17: • Unrestricted web access, such as with an embedded browser • Gambling or contests • Frequent or intense mature or suggestive content • Frequent or intense medical or treatment-focused content • Frequent or intense references to alcohol, tobacco, or drug use • Frequent or intense sexual content or nudity

Table 2-2 Apple rating, ESRB, and PEGI equivalency chart

Apple rating	ESRB	PEGI
4+	EC	3+
Not applicable	E	7+
9+	E10+	None
12+	T	12+
17+	Mature	16+
No Rating This content can't be sold in Apple stores.	Adults Only	18+

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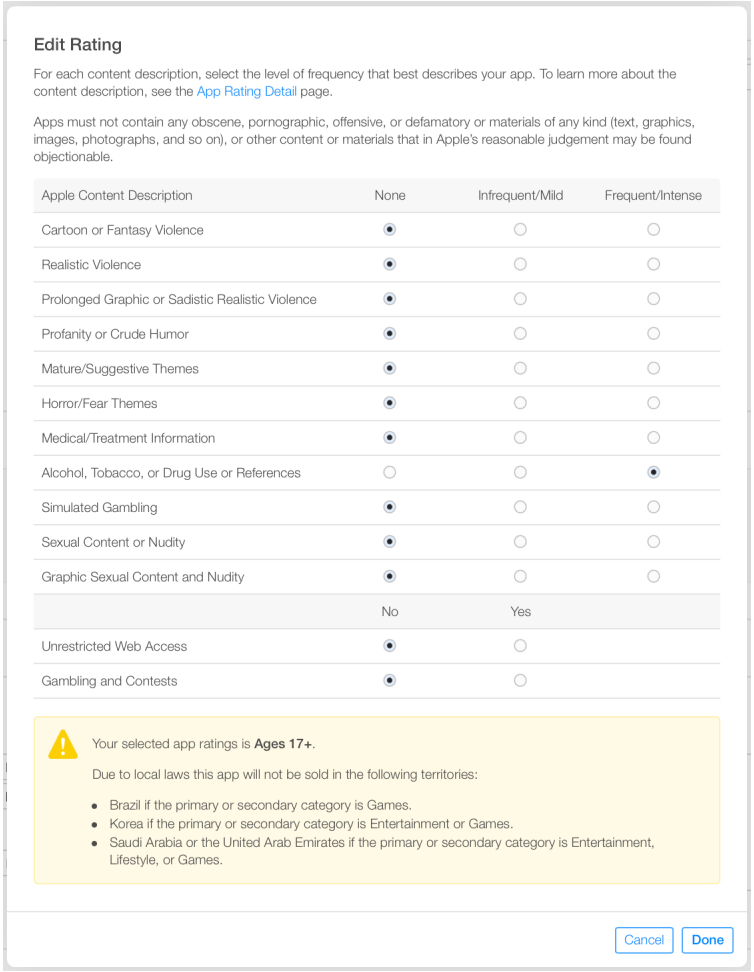
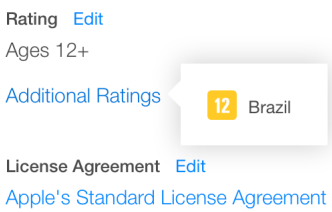
Territory-Specific Ratings

Some countries have more specific ratings requirements for app sales than others. When you describe your app's content, iTunes Connect displays territory-specific ratings and restrictions to help you understand the consequences of including some types of content in your app. For example, apps with frequent references to simulated gambling can't be sold in Korea if the category of the app is Entertainment or Games. The territory-specific information appears below the rating when you are setting the ratings for the app.


Edit Rating
For each content description, select the level of frequency that best describes your app. To learn more about the content description, see the App Rating Detail page.
Apps must not contain any obscene, pornographic, offensive, or defamatory or materials of any kind (text, graphics, images, photographs, and so on), or other content or materials that in Apple's reasonable judgement may be found objectionable.
Apple Content Description
None
Infrequent/Mild
Frequent/Intense
Cartoon or Fantasy Violence
Realistic Violence
Prolonged Graphic or Sadistic Realistic Violence
Profanity or Crude Humor
Mature/Suggestive Themes
Horror/Fear Themes
Medical/Treatment Information
Alcohol, Tobacco, or Drug Use or References
Simulated Gambling
Sexual Content or Nudity
Graphic Sexual Content and Nudity
No
Yes
Unrestricted Web Access
Gambling and Contests
Your selected app ratings is Ages 17+.
Due to local laws this app will not be sold in the following territories:
Brazil if the primary or secondary category is Games.
Korea if the primary or secondary category is Entertainment or Games.
Saudi Arabia or the United Arab Emirates if the primary or secondary category is Entertainment, Lifestyle, or Games.
Cancel
Done

You can also click Additional Rating to show territory-specific ratings that differ from Apple's ratings.



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Made for Kids: Target Kid-Friendly Apps

If your app rates 9+ or lower in Apple's ratings, you can include your app in the Kids category on the store. You target apps inside the Kids category by specifying the age range appropriate for your app. Apps are organized by age range inside the Kids category.

To make sure parents understand what information your app collects and how that information is used, when you identify your app as Made for Kids, provide a URL that links to the privacy policy governing the app.

Use the App Store to Your Advantage

Distribute your app to beta testers using TestFlight (optional). Increase the quality of your app by testing prerelease versions with a small audience before widespread distribution.

Control the release of your app using iTunes Connect. You can control when the app becomes available by setting the availability date. You can also set whether to release the app automatically once it is approved. Make sure that you provide plenty of time in your schedule for the Apple Review process.

Enjoy the benefits of quality. Apple chooses apps for promotion purely on the merits of the app. There's no advertising or paid placement opportunities on the App Store. Apple takes care to present apps that provide a great user experience, are designed for the platform, and display beautifully on and off the store.

Evolve with the app market. Keep your finger on the pulse of the App Store by downloading and using apps every day. Read reviews to learn what users care about. Research your competition and consider the best strategy for your app. Because every app is unique, many business models are successful across the categories on the App Store, including Free, Premium (one-time payment), Freemium (free with In-App Purchase), and Paymium (paid with In-App Purchase). Price thoughtfully and offer a strong value proposition.

Iterate and innovate. Listen to your customers and respond with updates. Plan updates carefully so that your app evolves over time. Space updates appropriately for the most impact with users.

Think globally. The App Store is available in over 150 countries, so you want to localize your app and metadata to attract downloads. Customers prefer to browse and shop in their native languages; in your localized description be clear which languages your build supports. For a list of countries in which the App Store is available, see App Store Territories (page 165).

Localize properly. When providing translations for your app description, app name, and keywords, localize professionally or not at all. Don't use online translators or translator widgets. Remember that bad translations, even though they may be funny, can do more harm than good. Be aware of cultural sensitivities, and present a professional and authentic tone in all communications. If you need assistance with translations, Apple recommends browsing the services of these third-party localization vendors.

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Note: Apple provides links to these localization vendors as a courtesy and makes no representations of any kind regarding such vendors, including with respect to any information or localization services. Direct any questions, complaints, or claims regarding such vendors to the appropriate localization vendor. Under no circumstances does Apple have any liability for your use of such vendors or services.

Incorporate iTunes Connect into Your Marketing Strategy

iTunes Connect gives you powerful tools to help attract customers to your app.

Giving Your App Away (to Selected Customers)

You can request up to 100 promo codes per approved version of your app in iTunes Connect. Create a plan to use these promotions, including seeding appropriate press and editorial contacts prior to the app release. These codes can help you reach influencers who can create buzz and awareness for your app. To create actionable marketing, advise the press to publicize your app only when the app is actually available for customers to download. For more information, read Providing Promo Codes (page 136).

Scheduling Price Changes to Correspond with Marketing Campaigns

You can use iTunes Connect to implement price changes to correspond to marketing events. Perhaps schedule a price reduction to coincide with an external event: For example, drop the price for your golf game during the British Open and use that change to advertise your app. Future price increases can provide compelling reasons for customers to make their purchase decision sooner rather than later.

Using Incentives to Sell Subscriptions

When offering auto-renewable subscriptions for sale from inside your app, incentives can be good tools to help customers choose your app. Two kinds of incentives are available: free trials and opt-in incentives. Both incentives automatically enroll customers in the next standard subscription duration. With opt-in incentives, users agree to share their contact information with you, giving you another marketing tool to reach your customers.

Designing Vanity URLs

For offline communications such as print and TV, provide a simple way for users to find your app with an easy-to-remember App Store Short Link. The App Store automatically generates these URLs for all apps and companies.

You can make App Store Short Links for iOS apps in the following forms:

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- **Single app.** http://appstore.com/<appname>, such as http://appstore.com/keynote
- **All apps for a company.** http://appstore.com/<companyname>, such as http://appstore.com/apple
- **Single app with company name.** http://appstore.com/<companyname>/<appname>, such as http://appstore.com/apple/keynote

For more information, see *Creating easy-to-read short links to the App Store for your apps and company*.

Leveraging Smart App Banners

The Safari Smart App Banner feature provides a standardized method of promoting apps on the App Store from a website viewed on iPhone, iPad, or iPod touch. These banners improve users' browsing experience compared with other methods. Tapping the banner takes users directly to the app on the App Store. For more information, see Promoting Apps with Smart App Banners in *Safari Web Content Guide*.

Preparing for Your App to Be Featured on the App Store

Apple regularly features high-quality apps on the App Store and Mac App Store. You can be ready by having attractive, high-resolution artwork available. With the introduction of Retina display, high-resolution art is now required for promotional placement.

Set Up Payment for Your App

The agreement you accepted when you joined the Apple Developer Program is all you'll need in order to distribute free apps on the store. If you want to sell an app, serve iAd rich media ads, or offer products for sale or download from inside the app, you need to agree to additional legal requirements and to provide information to receive payment for your earnings on the store. Table 2-3 summarizes the requirements. The Agreements, Tax, and Banking section in iTunes Connect organizes the contracts and the documents you provide and lets you know if changes are needed.

Table 2-3 Contracts and registrations for sale of apps

Contract	Description
Free Applications • iOS • Mac	Granted as part of signing up for a developer program.

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Contract	Description
Paid Applications • iOS • Mac	Required to offer apps for sale on the App Store or the Mac App Store. These contracts require financial contact information, bank, and tax information.
iAd App Network *(optional)*	Required to have an app serve rich media ads from the iAd App Network. This contract requires financial contact information, bank, and tax information.
Banking Information	Required to receive payments from Apple or offer apps for sale on the App Store or Mac App Store. You'll need to include information for a bank account that can receive electronic payments.
Tax Forms	Required to offer apps for sale on the App Store or the Mac App Store. Tax forms for the United States are required even if you aren't selling apps in the U.S. Tax forms may be required to sell on App Stores for developers based in Canada and Australia. For the remaining territories, tax forms aren't typically required.
Encryption Export Registration *(optional)*	Required to distribute apps that incorporate encryption in any form. Because apps are uploaded to the Apple server in the United States, all apps are subject to U.S. export laws. All apps that use, access, contain, implement, or incorporate encryption in any form must comply with U.S. export regulations, and if apps are distributed in France, to French import regulations. See the FAQ page for World Wide Trade Compliance for the store. You provide this information when you submit an app build for review.

Next Steps: Create an iTunes Connect Record for Your App

Everything begins by developing a great app. Take your time to perfect the technology implementation, user experience, and presentation. Feature placement on the App Store is not a marketing strategy—it's a reward for a great app. Invest in your success by creating a compelling presentation on the App Store and driving awareness and engagement through a thoughtful marketing and advertising strategy.

Now that you know what it takes, you're ready to sign in to iTunes Connect and start building your catalog of apps. See Creating an iTunes Connect Record for an App (page 29). In parallel, you can review your contract requirements to make sure your legal requirements are in place when you're ready to distribute apps. See Managing Agreements, Tax, and Banking (page 139).

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Creating an iTunes Connect Record for an App

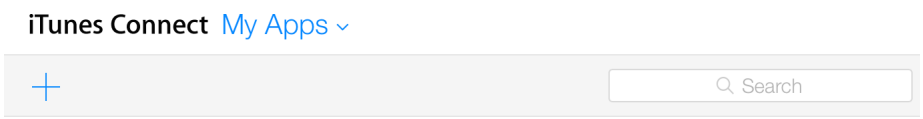
Before you can upload an app for distribution on the App Store or Mac App Store, you create a record in iTunes Connect. This record includes all the information that appears on the store for the app, in as many languages as you want, and all the information needed to manage the app through the distribution process. If appropriate for your app, the record also includes information to configure your app to use store technologies such as the iAd App Network or Game Center.

You need to be the team agent or a user with an Admin or Technical role to add an app to iTunes Connect. If your user account doesn't have the appropriate access, you don't see the My Apps section on the iTunes Connect home page. Contact a user in your organization with an Admin role to give you access to be able to add an app. See also What Is a Team Agent? (page 82).

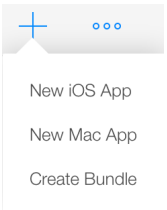
To add an iTunes Connect record for a new app

1. Sign in to iTunes Connect.
2. On the iTunes Connect homepage, click My Apps.

   The first time you see the My Apps page in iTunes Connect, it's blank. After you've created your first app record, you'll see it listed here.
3. Click the plus sign in the top-left corner to add the new app.

4. If you have contracts in effect for both iOS and Mac apps, select your app type:
   - New iOS App
   - New Mac App

   The choices don't all appear if you have signed a contract for only one app type.
5. Fill in the fields on that New App page to enter iTunes Connect properties for the app.

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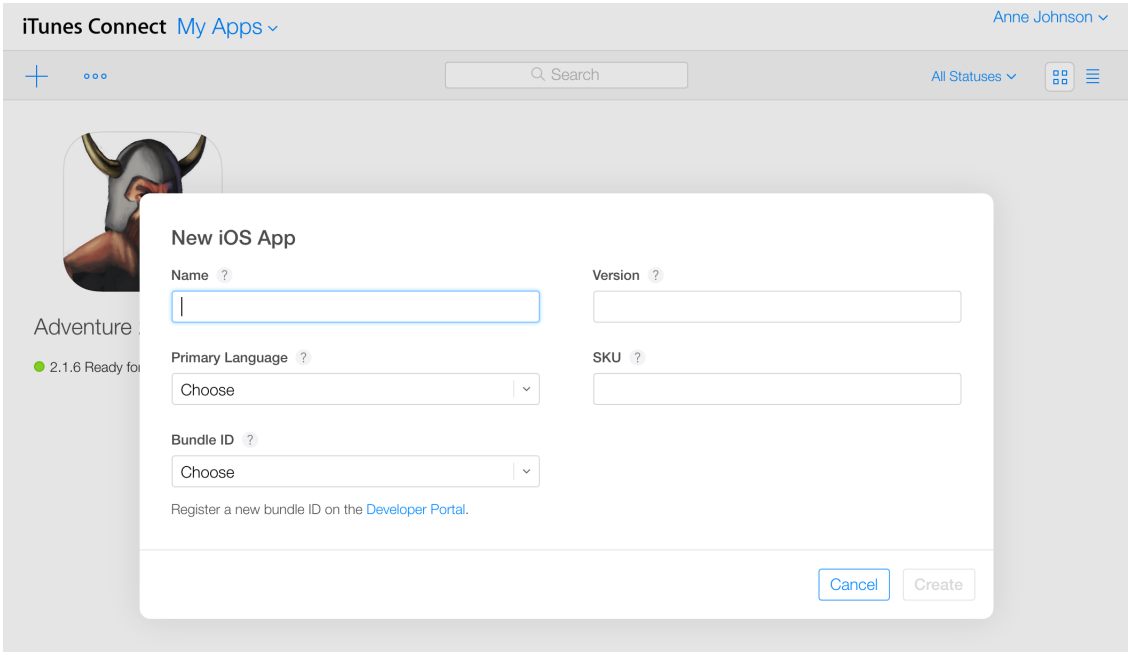
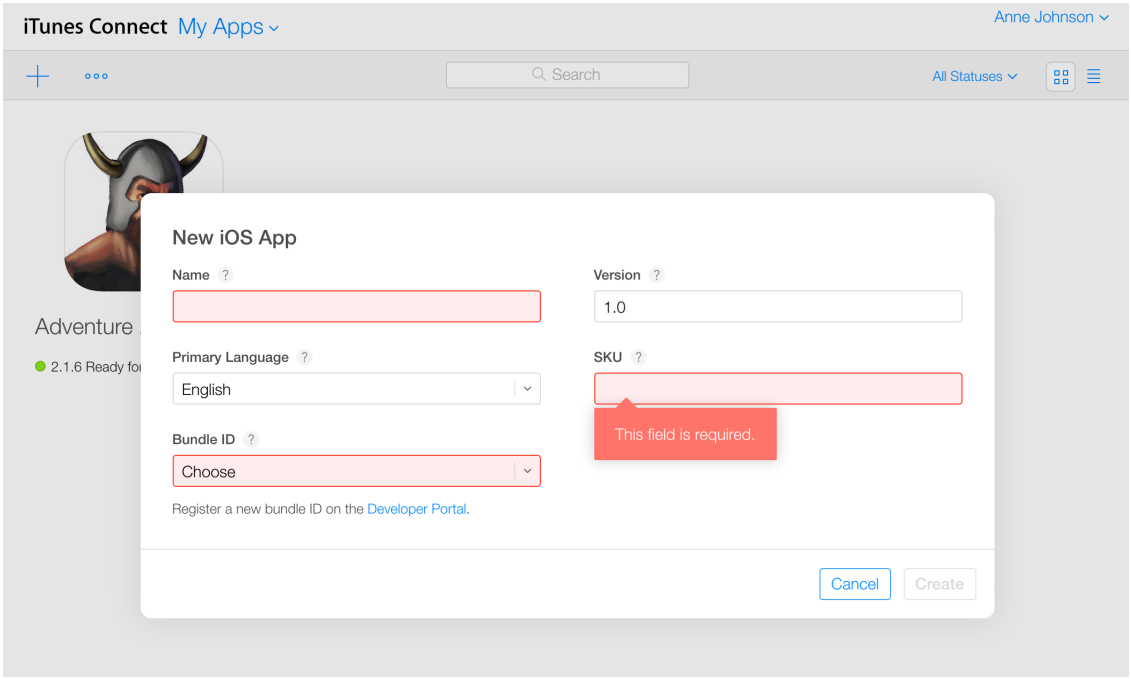
6. Click Create, and watch for messages that indicate missing information.



iTunes Connect shows messages at the top of the page or in a dialog to indicate problems that need to be resolved before the app record can be saved.



If the record saves successfully, the App Details page appears with Versions selected, showing the new version. The version is in its first state, Prepare for Submission.

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iTunes Connect lets you add the information you planned when reading First Steps: Identifying Your App in iTunes Connect (page 16). If you want to see the specific requirements for a particular option, find the option in the list shown in iTunes Connect App Properties (page 172).

After you've created the initial iTunes Connect record, you may have additional app information to configure, such as the following:

- Configuring Store Technologies (Optional) (page 36)
- Displaying on the Store in More Than One Language (Optional) (page 47)
- Configuring a Custom B2B App (Optional) (page 193)

After you provide all of the app information, you're ready to complete the process with these final steps:

- Reviewing Your Version Summary (page 66)
- TestFlight Beta Testing (Optional) (page 51)
- Uploading a Build for an App (page 33)
- Submitting the App for App Review (page 66)

If you aren't able to complete the process of submitting an app in one session, you can come back to the iTunes Connect record for the app at a later time. Open the App Details page for the app to access all operations you can perform on the app record.

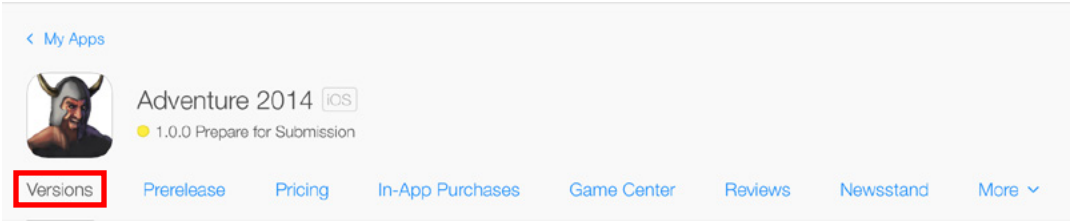
To open the App Details page for an app

1. Sign in to iTunes Connect.
2. Click My Apps.

3. Select the app you want to view.

   You can use Search or filtering menus to find the app. See Searching for Apps (page 96).

The App Details page opens with the Versions tab selected.



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The next chapters provide details about the additional, and potentially optional, app configuration steps:

- Configuring Store Technologies (Optional) (page 36)
- Displaying on the Store in More Than One Language (Optional) (page 47)
- Configuring a Custom B2B App (Optional) (page 193)

If your app doesn't require any of these additional configurations, you're ready for TestFlight Beta Testing (Optional) (page 51) and Submitting the App to App Review (page 63).

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Uploading a Build for an App

Uploading a Build

Once you have created and saved an iTunes Connect record for an app, you can upload a build. As you continue to change your app, you can upload new builds. Uploading the first build for the app creates a new prerelease version of the app.

There are two tools to help you upload builds into iTunes Connect: Xcode and Application Loader.

Using Xcode

The Xcode development environment is tightly integrated with iTunes Connect. When you add an app to iTunes Connect, uploading a build for your app using Xcode is straightforward and efficient. When your iTunes Connect record is ready, Xcode receives metadata from the available record. From inside Xcode, you associate the build with the iTunes Connect record you created for the app and complete the upload. For more information, read Submitting Your App to the Store in *App Distribution Guide* .

Using Application Loader

Application Loader is a tool to help you upload your apps to iTunes Connect. It's particularly helpful if your app includes In-App Purchase products that need to be configured for the app. Application Loader is explained in *Using Application Loader*. Application Loader is available from the Resources and Help section of iTunes Connect.

Numbering Versions and Builds

When you upload a build for the app, iTunes Connect extracts its prerelease version number and build number from the build. The prerelease version number is the Xcode Version number, or the "Bundle version string, short" key in the `Info.plist`. The build number is the Xcode Build number, or the "Bundle version" key in the `Info.plist`. The prerelease version number and build number will be shown in the Prerelease pane, as described in Viewing Builds (page 34).

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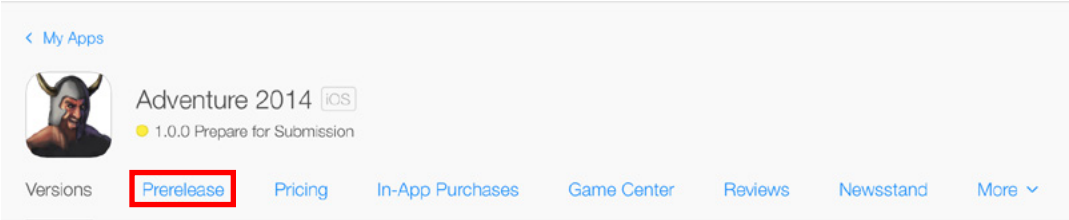
Viewing Builds

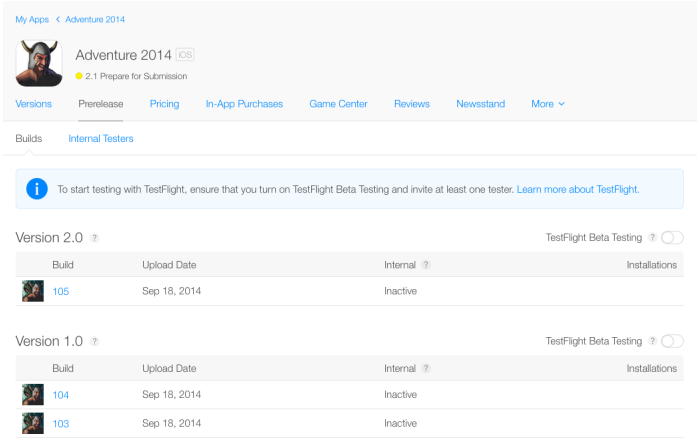
You can view the full set of builds you have uploaded for the app. (Some of these builds will stop being visible after the app goes live, as explained in When builds become unavailable (page 35).)

To view prerelease versions and builds

1. Open the App Details page, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Prerelease.



The Builds pane shows a list of the builds you have uploaded for the app. The page shows a separate section listing the builds uploaded for each prerelease version. See Numbering Versions and Builds (page 33) for an explanation of how prerelease version numbers and build numbers are determined.



If you are using TestFlight beta testing, the Internal and External columns show the testing status for each build. The columns in the Prerelease pane are explained in TestFlight Beta Testing (Optional) (page 51).

When you are ready to submit your app for App Review, you will select a particular build to use for that App Store version.

Choosing a build in order to submit your app for App Review is explained in Choosing a Build (page 63). If you want to test your app before submitting for App Review, see TestFlight Beta Testing (Optional) (page 51).

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When builds become unavailable

Before your app becomes Ready for Sale, the Prerelease pane lists all builds for all prerelease versions you have uploaded. After the app becomes Ready for Sale, some of the builds will be removed from the pane:

- The build used in the app is removed from Prerelease, as are all other builds in the same prerelease version.
- All builds in earlier prerelease versions are also removed from Prerelease.

On the Prerelease page, the sections for those prerelease versions will be removed.

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Configuring Store Technologies (Optional)

When apps are distributed through the App Store or Mac App Store, they can take advantage of Apple store technologies such as Game Center and In-App Purchase. If you implement any of these store technologies in your app, you'll use iTunes Connect to configure the interaction between your app and the Apple services. You also use iTunes Connect to register any additional content that you want to make available through one of these technologies. The store technologies that may require additional configuration in iTunes Connect include:

- iCloud Display Sets (page 37). iCloud storage containers can be combined into display sets so users of apps from the same organization see one data storage location in iCloud. Use iTunes Connect to define iCloud display sets, including setting the display set ID that you use in your app build to associate the app with the display set.
- iAd App Network (page 40). The iAd App Network provides an environment for you to incorporate rich media ads into your iOS apps. In iTunes Connect, you enable the iAd App Network for each app in which you want to include ads. Once you sign the iAd App Network Contract and integrate the iAd Framework in your app, all apps that are approved and Ready for Sale will be eligible to receive iAd ads.
- Newsstand (page 42). Newsstand organizes online magazine and newspaper app subscriptions so customers can access their favorite publications quickly and easily. Use iTunes Connect to enable an app for Newsstand and configure online issues and subscriptions.
- **Game Center.** Game Center is Apple's social gaming network. It allows players to connect their devices to the Game Center service to post scores and exchange information. For information about configuring Game Center assets in iTunes Connect, see *Game Center Configuration Guide for iTunes Connect*.
- **In-App Purchase.** In-App Purchase embeds a store directly into your app and enables the app to connect to the store and securely process payments from the user. See *In-App Purchase Configuration Guide for iTunes Connect*.

Adding Configurations for Store Technologies to the App Record

After you create an iTunes Connect record for your app, you have access to pages for configuring store technology assets used by the app. You access each store technology page from tabs and menus on the App Details page for the app.

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Note: Only the team agent or users with an Admin or Technical role have access to the My Apps section. Contact a user in your organization with an Admin role to give you access to be able to add or edit the record for an app.

iCloud Display Sets

Your apps can use iCloud to store related documents and data. The documents and data are stored in containers that you configure in the app's `Info.plist`. No iTunes Connect configuration is required to enable an app to use iCloud containers.

In addition to iCloud containers, iCloud supports display sets that allow multiple iCloud apps to use a single entry in the iCloud Documents & Data user settings. Each app still writes data to its container; the display set references the storage used for all the containers. To use iCloud display sets, you need to configure the display set in iTunes Connect, identify the apps that use it, and reference the display set from each app's `Info.plist`.

For example, you might provide a custom calendar app, a task-list app, and an alarm clock app that have their own iCloud containers, each of which shows up in users' Documents & Data settings in iCloud. If you wanted to have users configure data storage for these apps in a single setting, you could create an iCloud display set called "NotifyMe" that included the containers for all three apps. You would set up iCloud containers for each app:

- iCloud.MyCalendar
- iCloud.MyTasks
- iCloud.MyAlarm

Each app would still write to its container, but the user would see only the NotifyMe display set when configuring iCloud to store data for these apps.

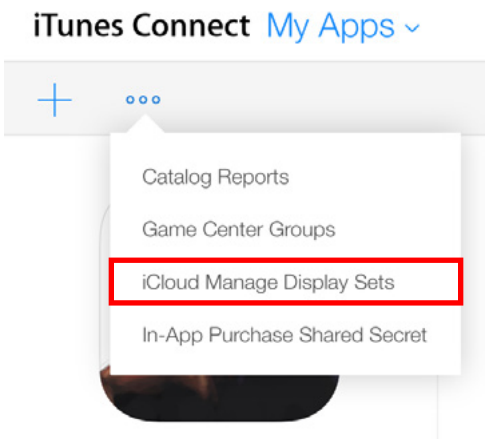
Viewing iCloud Display Sets in iTunes Connect

iTunes Connect users with Admin or Technical roles can access the Manage Your iCloud Display Sets page.

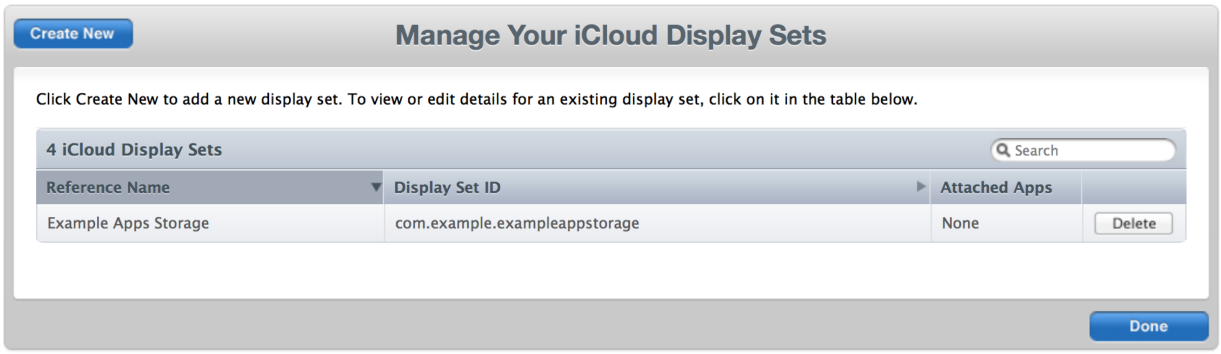
To view iCloud display sets

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click My Apps.

3. In the Ellipsis menu, click iCloud Manage Display Sets.



The "Manage Your iCloud Display Sets" page opens, showing any display sets that are already configured for your organization. The table lists each display set, its reference name, display set ID, and the number of apps attached to it. Apps appear in this count after they are configured to use this display set and are uploaded to iTunes Connect.


Create New
Manage Your iCloud Display Sets
Click Create New to add a new display set. To view or edit details for an existing display set, click on it in the table below.
4 iCloud Display Sets
Search
Reference Name
Display Set ID
Attached Apps
Example Apps Storage
com.example.exampleappstorage
None
Delete
Done

Creating iCloud Display Sets

For each display set, you must enter the following values:

- **Reference Name.** An internal name. It must be at least two characters and can be up to 255 bytes. It's displayed in iTunes Connect only.
- **Display Set ID.** A unique identifier used to associate your app with the display set. Use the same ID in your app's `Info.plist` file, `NSUbiquitousDisplaySet` key. This string must be a uniform type identifier (UTI) and can contain only alphanumeric characters, hyphens, and periods. The string should also be in reverse-DNS format and can't end in `.test`.
- **Display Set Name.** The label that users see when they configure iCloud settings for your apps. Localize this label for each of the languages your apps support.

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To create a new display set

1. Open the Manage Your iCloud Display Sets page for the app, as described in Viewing iCloud Display Sets in iTunes Connect (page 37).
2. Click Create New.
3. Enter a reference name and display set ID.
4. Click Add Language.
5. Select the primary language for your apps.
6. In the Display Name field, enter the display set label that users see.

   The display name must be at least two characters and can be up to 75 bytes.
7. Click Save to save the language.
8. Repeat the language configuration from steps 4 through 7 for each language your apps support.
9. Click Save.

Managing iCloud Display Sets

The display sets created for your organization appear listed in a table on the Manage Your iCloud Display Sets page. From this page, you can do the following:

- View or edit a display set's details.

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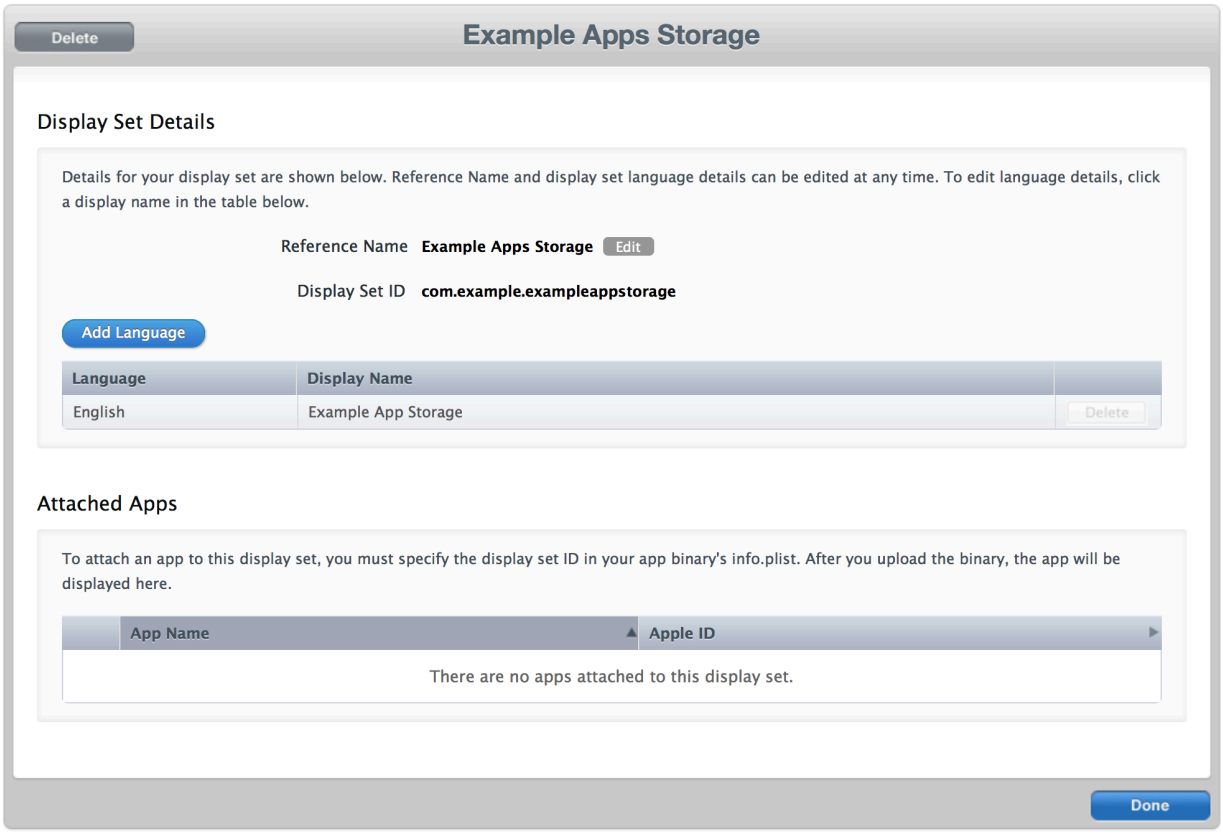
Click the row containing the display set. The detail page lists the apps that are attached to this display set. From this page you can change the Reference Name or add or delete Display Name languages.


Delete
Example Apps Storage
Display Set Details
Details for your display set are shown below. Reference Name and display set language details can be edited at any time. To edit language details, click a display name in the table below.
Reference Name Example Apps Storage Edit
Display Set ID com.example.exampleappstorage
Add Language
Language
Display Name
English
Example App Storage
Delete
Attached Apps
To attach an app to this display set, you must specify the display set ID in your app binary's info.plist. After you upload the binary, the app will be displayed here.
App Name
Apple ID
There are no apps attached to this display set.
Done

- Delete a display set.

  In the row containing the display set, click Delete.

  You can delete a display set unless there is an app attached to it.

iAd App Network

iAd is Apple's digital advertising platform. As an iOS app developer, you can take advantage of iAd in two ways:

- Design targeted advertising campaigns to promote your iOS apps through iAd Workbench.

  The iTunes Connect team agent for your organization can set up iAd Workbench user accounts. Once your account is set up, sign in at http://iadworkbench.apple.com/. For more information, go to iAd Workbench Help.

- Earn revenue by joining the iAd App Network and incorporating iAd rich media ads into your iOS apps.

  For more information about integrating iAd ads into your iOS apps, refer to the following resources:

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- For a list of useful resources about embedding iAd into your apps, go to Using iAd in Your iOS Apps.
- For suggestions to help you optimize your iAd integration, read *iAd Implementation Best Practices*.
- To integrate the iAd Framework to display iAd ads, read *iAd Programming Guide*.

The following sections describe how to join the iAd App Network and start generating revenue through ads in your iOS app. If you need more information, see "iAd App Network" in the FAQ in Resources and Help.

Setting Up an App to Display iAd Ads

To join the iAd App Network and allow an app to access the iAd App Network, follow these steps:

- Have your team agent request and agree to an iAd App Network contract and set up relevant tax and banking information. See Requesting a Contract (page 141).
- Configure an iTunes Connect record for the app, as described in Creating an iTunes Connect Record for an App (page 29).
- Integrate the iAd Framework in your app, as described in *iAd Programming Guide*.
- Submit the app build to iTunes Connect, as described in Submitting the App to App Review (page 63).

Note: After your app is approved and Ready for Sale, Apple reviews it to determine the app's appropriateness for receiving ads from iAd advertisers. When your app is approved for iAd, you'll begin to see ad impressions within a few days.

Disabling the iAd App Network for an App

To remove ads from an app, you must submit a new build without the iAd Framework. See Replacing Your App with a New Version (page 128) in *iTunes Connect Developer Guide*.

Monitoring iAd Performance and Revenue

iAd reporting in iTunes Connect allows you to monitor ad performance and track revenue.

To review ad performance for an app

1. Integrate the iAd Framework for at least one app and submit it for review, as described in Setting Up an App to Display iAd Ads (page 41).
2. On the iTunes Connect homepage, click iAd.

3. On the iAd page that opens, in the Monetize section, click View Your iAd Reports.

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Use this section to track iAd ad performance.

Newsstand

Newsstand lets you deliver magazine and newspaper content as **issues** to iOS users. You enable your app for Newsstand in iTunes Connect. You also use iTunes Connect to set up issues or configure a feed to automate the management of issues.

The Newsstand metadata you set up in iTunes Connect is displayed on the store only. The app itself is responsible for delivering content to users. For information on creating a Newsstand app, see *Newsstand Kit Framework Reference*.

> **Note:** Newsstand is available in iOS 5.0 and later. Newsstand isn't available for Mac apps.

Newsstand can be enabled for new and existing apps in iTunes Connect. After a Newsstand-enabled version of your app is posted to the store, all future versions of the app are also Newsstand enabled. Newsstand can't be disabled in the app in later versions.

Configuring a Newsstand-Enabled App in iTunes Connect

When you create an iTunes Connect record for an app designed to deliver newspaper or magazine content, you follow these steps:

- Configure an iTunes Connect record for the app, as described in Creating an iTunes Connect Record for an App (page 29).
- Enable the app to be included in Newsstand, as described in Enabling Newsstand for an App (page 43).
- Configure at least one In-App Purchase product for the app, either a free subscription or an auto-renewable subscription; typically this is an issue available for download or purchase through the app. Read Providing Access to Privacy Policies for Subscriptions in *In-App Purchase Configuration Guide for iTunes Connect*.
- Provide issue descriptions to post on the store, as described in Managing Newsstand Issues (page 44).
- If available, specify a feed to update store content automatically, as described in Updating Issues on the Store Automatically (page 46).
- Upload the app build to iTunes Connect.

To submit a Newsstand app, your app build needs to include the following:

- The `Info.plist` file must include the setting `UINewsstandApp=true`.

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- The `UINewsstandIcon` attribute must be included in the `CFBundleIcons` key.

Enabling Newsstand for an App

You can enable your app for Newsstand from the App Details page.

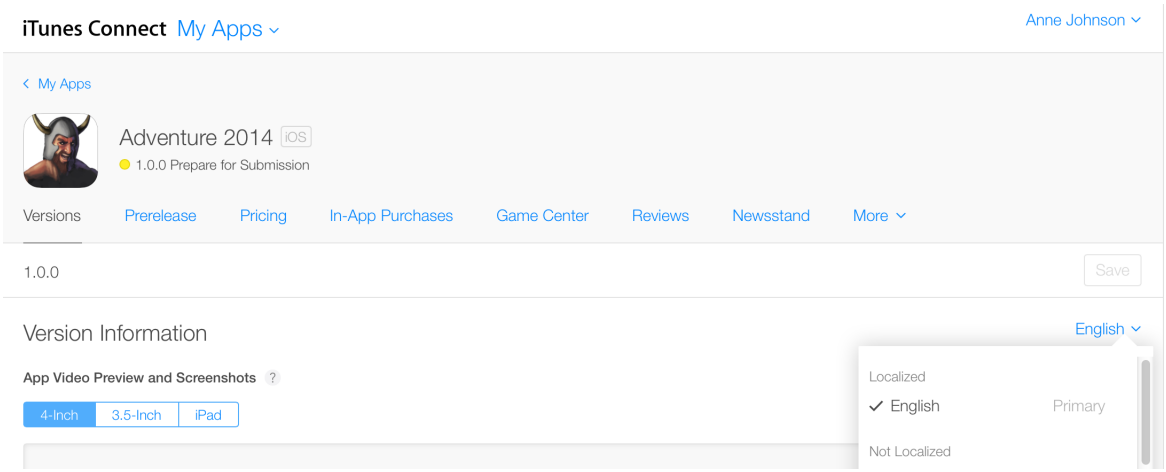
For the Newsstand tab to appear on the App Details page, your app status must be one of:

- Prepare for Submission
- Rejected
- Developer Rejected
- Invalid Binary

The Newsstand tab appears on the App Details page for existing apps after a new version is created and that new version is in a pre-build-upload state.

To enable Newsstand for an app

1. Open the App Details page for the app you want to include in Newsstand, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Newsstand.

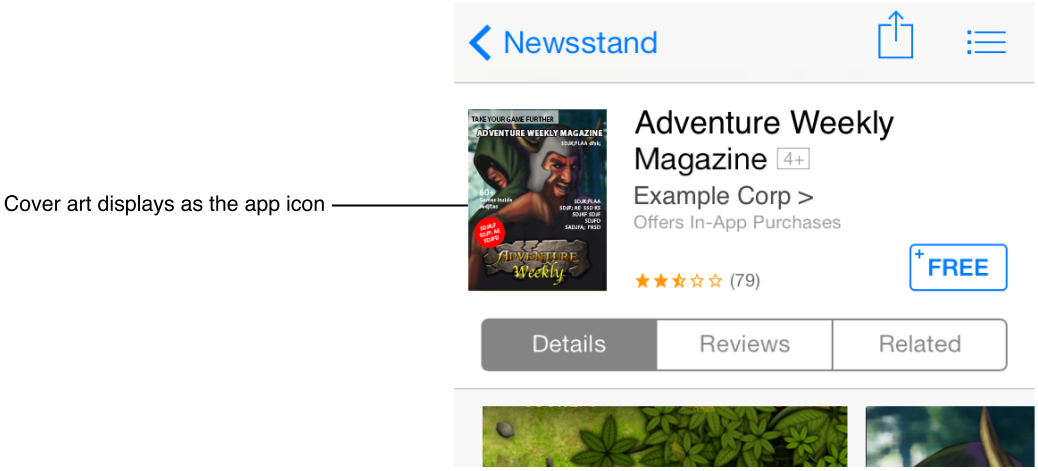


3. Click Enable.
4. (Optional) Select a Newsstand subcategory where you want your app to appear.

   Selecting a subcategory enhances its discoverability on the store.
5. Upload cover art to use on the store if a specific issue isn't available.

   The default cover art you specify here is used to represent your app on the store when there are no issues available for your app on a given date or you don't provide issue art for an issue.

The cover art must be a `.png` file, at least 72 dpi, with a minimum of 512 pixels on the long edge and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. For more information, see Screenshot Properties (page 178) about Newsstand art requirements.



6. Click Save.
7. If you haven't already configured one or more subscriptions for the app, a message appears prompting you to set up the subscriptions. Read Providing Access to Privacy Policies for Subscriptions in *In-App Purchase Configuration Guide for iTunes Connect* ..

Managing Newsstand Issues

To configure issues you want to distribute through the store, you either describe each issue in iTunes Connect or identify an atom feed to provide the issue information directly to the store. At any time, you can update the metadata for the issue.

If you choose to configure the issues through iTunes Connect, you need the following information for each issue:

- **Published Date.** The date you want this issue to be available on the store (it displays at the beginning of the day).
- **End Date (optional).** The date you want this issue to be removed from the store (it's removed at the beginning of the day). For example, a special one-day issue would be added at the beginning of one day and removed at the beginning of the next day.
- **Issue ID.** An internal identifier that isn't visible on the store.
- **Summary.** A summary of the issue that customers see on the store. The summary can be as long as 2000 characters, assuming single-byte characters.

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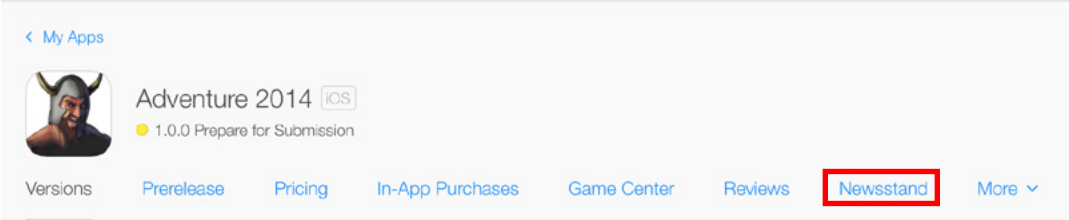
- **Issue Cover Art.** The cover art to be displayed on the store while this issue is current. It displays where the app icon appears. The cover art must be a `.png` file, at least 72 dpi, having a minimum of 512 pixels on the long edge and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners. If you don't add issue cover art, your Newsstand default cover art is displayed on the store while this issue is current.

To add an issue

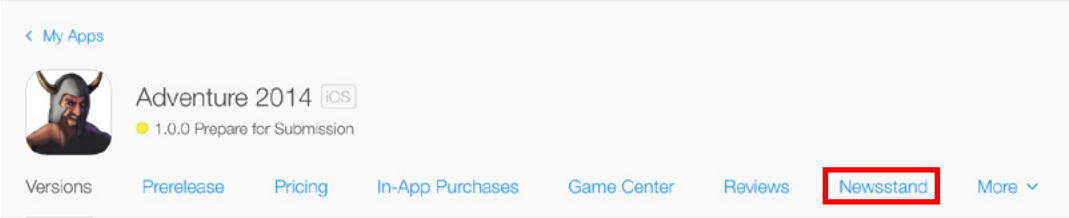
1. Open the App Details page for the Newsstand app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Newsstand.



3. Click Add Issue, and complete the fields.
4. Click Save.
5. Click Done.

To edit an issue

1. From the App Details page, click Newsstand.



2. In the Issues table, click anywhere in the row for the issue you want to change.
3. In the dialog that appears, make any changes you need and click Save.

To delete an issue

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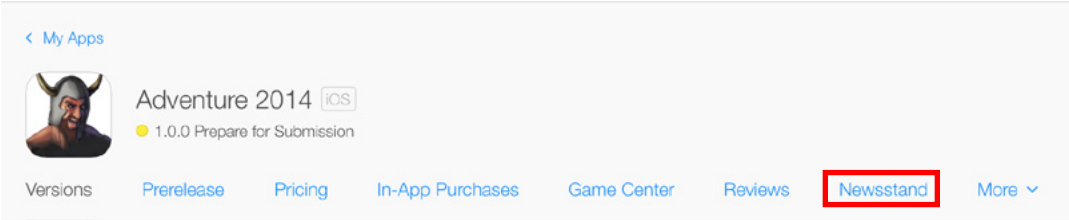
1. From the App Details page, click Newsstand.



2. In the Issues table, in the row describing the issue you want to remove, click the Delete button.
3. Click Delete to confirm.

Updating Issues on the Store Automatically

If you want to post issue information to the store directly without itemizing each issue in iTunes Connect, you can provide store metadata through an atom feed by providing a URL for the feed. The store processes the feed once a day, incorporating any new information.

If the store experiences an issue with your atom feed, an email notification is sent to all users in your organization who have an Admin or Technical role.

For more information, read Newsstand Atom Feed Specification.

To set an atom feed URL for an app

1. Open the App Details page for the Newsstand app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Newsstand.
3. Click Add Atom Feed.
4. Provide the atom feed URL and, if needed, a user name and password.
5. Click Save.

   iTunes Connect validates the atom feed URL. If iTunes Connect can't process the feed, an error message appears indicating the validation issue.

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Displaying on the Store in More Than One Language (Optional)

After you create an iTunes Connect record for your app, you can add the information for your primary localization and add additional localizations.

For example, if you created the iTunes Connect record for your app with the primary language English, stores in all territories display information for the app in English. If you now upload metadata, keywords, and screenshots in French, users whose language is set to French or who are located in a territory that includes French (and not English) as a supported language see the French metadata instead of the English metadata. Your app is also searchable in all French-language stores by the localized keywords. In other store territories, the primary language, in this case English, appears.

Note that the language set for users' devices controls which metadata is used when an app is presented in the store. If there's no localized metadata available that matches the current language, the store shows the metadata for the primary language. Note, too, that the URL for the app is the same, regardless of the iOS or OS X language setting.

Important: The language information you provide here isn't the same as the language information built into the app itself. The list of languages displayed in the store under Languages is set in the app build.

To have localized information describe your app in the store, you need to provide it through iTunes Connect.

Adding New Languages

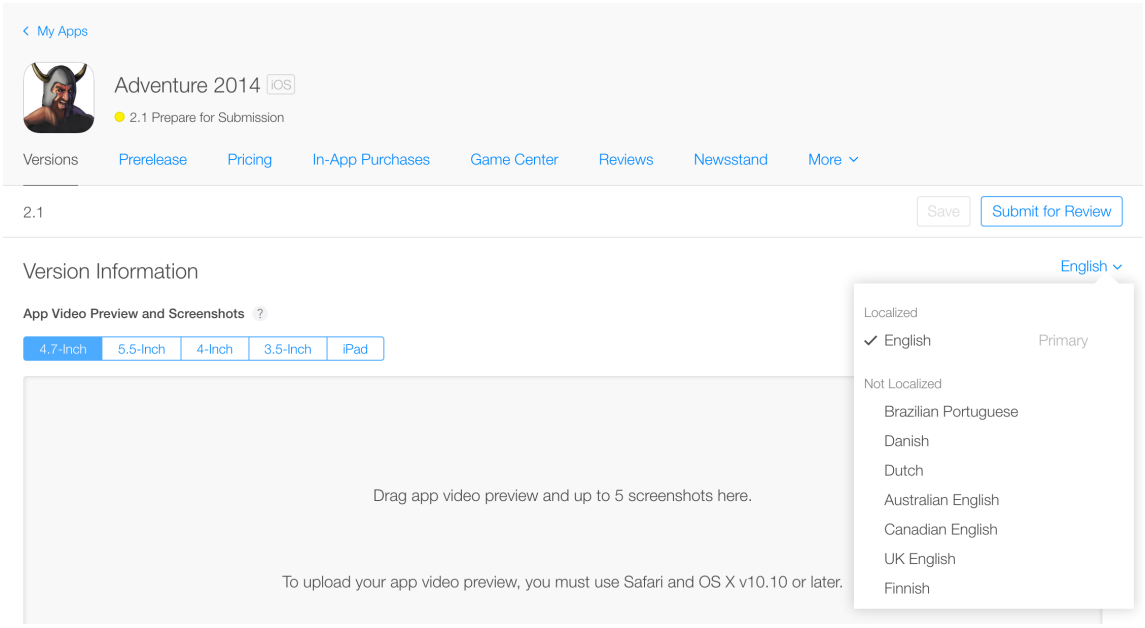
Important: You can add a new localization only when your app status allows editing, such as the Prepare for Submission status. See About App Statuses (page 101).

When you add a new language, all information except the description and keywords is pre-populated from the primary language metadata, including any screenshots. You need to update the metadata with localized information for the new language. If you don't upload new screenshots, the previous (primary language) versions are used.

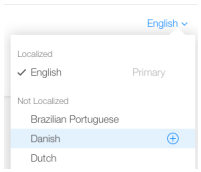
To add store metadata for another language

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).

2. On Versions, click the language selector on the right side of the page.



3. Scroll down to the new language in the Not Localized section, and click the plus sign.

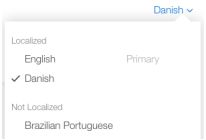


4. Enter the localized metadata for the language indicated and click Save.

   The text fields and image requirements are described in Version Information (page 173).

Viewing and Editing Metadata for Supported Languages

You can view or edit the metadata and images entered for a specific language. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29). On Versions, choose the language from the Localized language list at the top-right of the page. If the language doesn't appear in the Localized language list, there's no metadata entered for the language.



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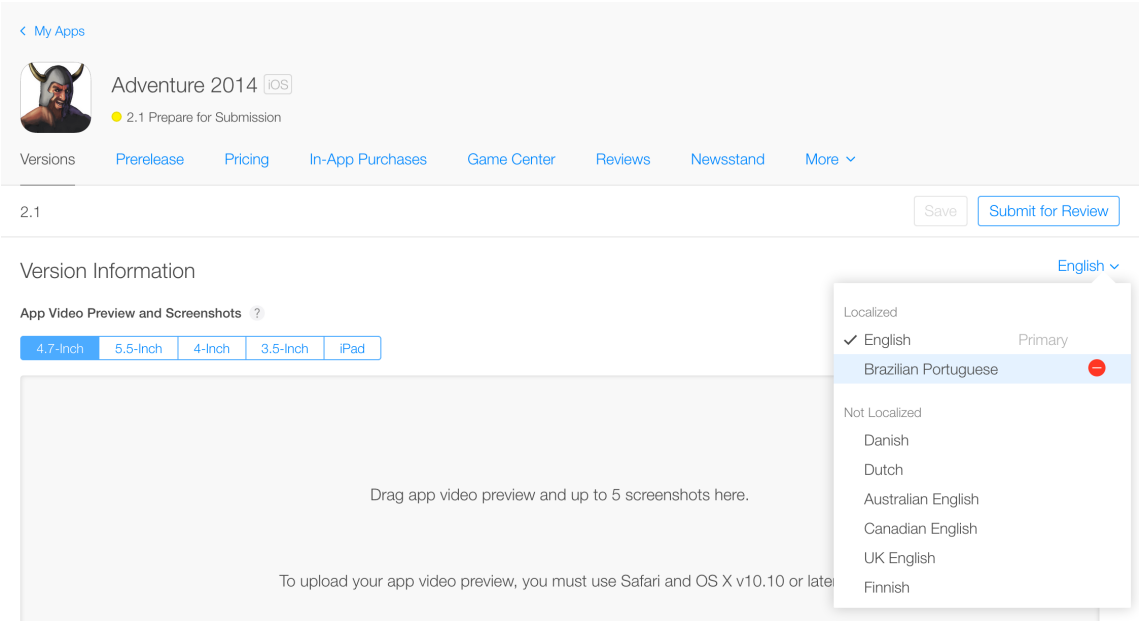
Deleting Languages

If you've added localized metadata for your app but no longer want to manage it, you can delete it from the app version at any time. Select the minus sign next to language from the Localized section.



Note: When you delete a supported language, the store territories that displayed app information in that language revert to the information you entered for the primary language of your app.

Changing the Primary Language

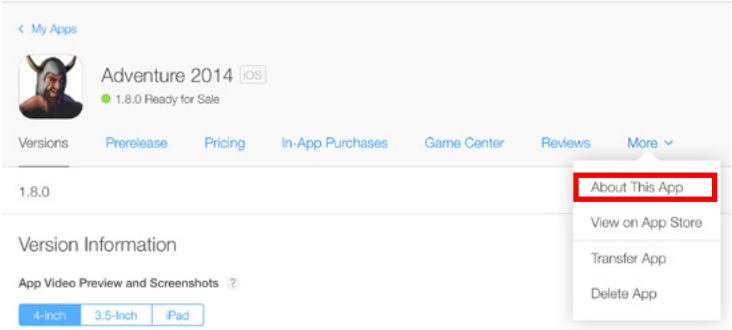
The primary language is the language that the store uses to display information for an app when the app doesn't have localized metadata for a store territory. If you find that your potential users are better served by a different primary language, you can change the primary language for an app.

To change the primary language, you add metadata for the new language and then switch which language is used by default.

To change the primary language for an app

1. Add metadata for the language you want to be the new primary language.

2. From the App Details page for the app, click More and select About This App.



3. Choose the new language from the Primary Language menu and click Save.

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TestFlight Beta Testing (Optional)

With *TestFlight beta testing*, you can distribute prerelease builds of your app to testers to collect feedback and prepare your app for release in the App Store. TestFlight beta testing is optional; you can submit your app for review without using it. However, it's easy to do, free, and a valuable way to improve your app before releasing it in the App Store. TestFlight beta testing in iTunes Connect is available only for iOS apps. You can enable TestFlight beta testing for up to 10 apps at one time in your developer account. For an overview of this feature, go to TestFlight Beta Testing.

You should take the following steps to set up prerelease versions of your app for testing in iTunes Connect.

- If the app is new, create an iTunes Connect record for it. See Create an iTunes Connect Record for TestFlight Beta Testing (page 51).
- Generate a new App Store Distribution profile containing the beta entitlement to distribute builds via TestFlight.
- Upload a build for the app. See Uploading a Build for an App (page 33).
- Add App Description and What to Test to the build. This step is optional for releasing your builds to internal testers, but required when submitting your app to Beta App Review for external testing. See Add Metadata for your Prerelease App (page 53).
- Distribute the app to internal testers.
- Submit the app for Beta App Review, and distribute it to External users.
- Get feedback from your testers.
- Upload new builds as you develop them.
- When you are finished having users test prerelease versions of your app, submit the app for App Review or turn off testing. See Submitting the App to App Review (page 63) or Finish Testing an App (page 61).

Create an iTunes Connect Record for TestFlight Beta Testing

To enable users to start testing prerelease builds of your app, you need to create an iTunes Connect record for your app, as described in Creating an iTunes Connect Record for an App (page 29). Because TestFlight beta testing does not require metadata to distribute an app to internal testers and only a limited amount for distributing to external testers, you can start testing quickly.

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The chapter Creating an iTunes Connect Record for an App (page 29) describes all the metadata required before final submission to App Review.

Internal testers. You are not required to supply all metadata in order to invite internal testers to test a prerelease build of your app.

External testers. To enable external users to test a prerelease build of your app, you must supply the following metadata.

- What to test
- App description
- Feedback email
- Marketing URL
- Support URL
- Privacy policy URL (optional)
- Beta App Review contact information
- Beta App Review notes (optional)

Upload a Build

In the iTunes Connect record for the app, you upload a build from Xcode or Application Loader, as explained in Uploading a Build for an App (page 33).

> **Important:** In order to use iTunes Connect for TestFlight beta testing, you must submit your app using the latest App Store Distribution profiles that contain the beta entitlement. To regenerate your App Store distribution profile, visit the Member Center; read Beta Testing Your iOS App in *App Distribution Guide*.

When you have successfully uploaded the build, you can see it in the Prerelease pane.

To view build details

1. Open the App Details page, as described in Creating an iTunes Connect Record for an App (page 29).

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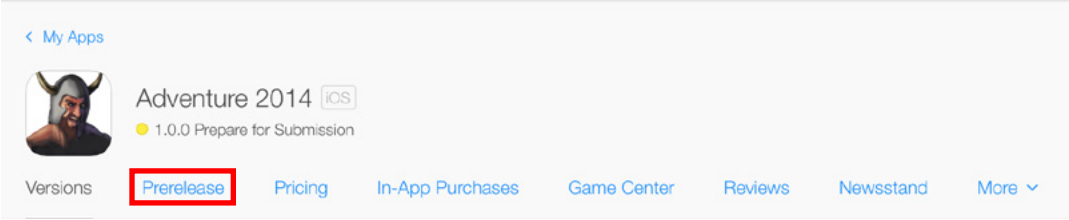
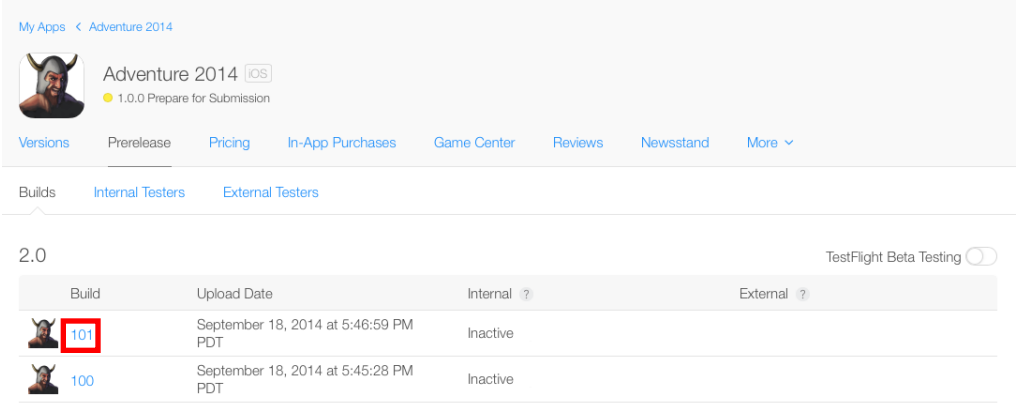
2. Click Prerelease to see the list of builds you have uploaded for the app.



3. On Builds, you can click the build number to see more information about the build.



4. The Internal Testers and External Testers panes let you manage the users who will test your builds, as explained in Set Up and Invite Testers (page 54).

Add Metadata for your Prerelease App

Once you have created the iTunes Connect record and uploaded a build, you can fill in details about the build to share with your testers. This step is optional for internal testing but recommended, since those fields appear in the TestFlight app and can help your testers.

To add a build description

1. Open the App Details page, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Prerelease.

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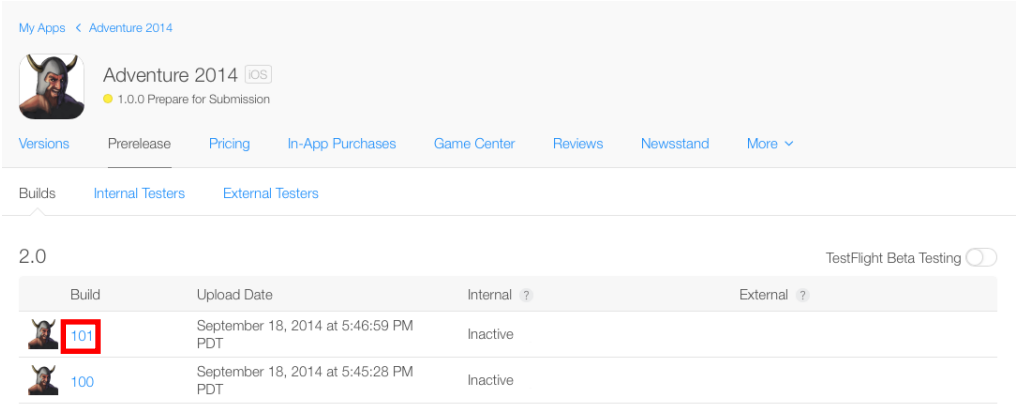
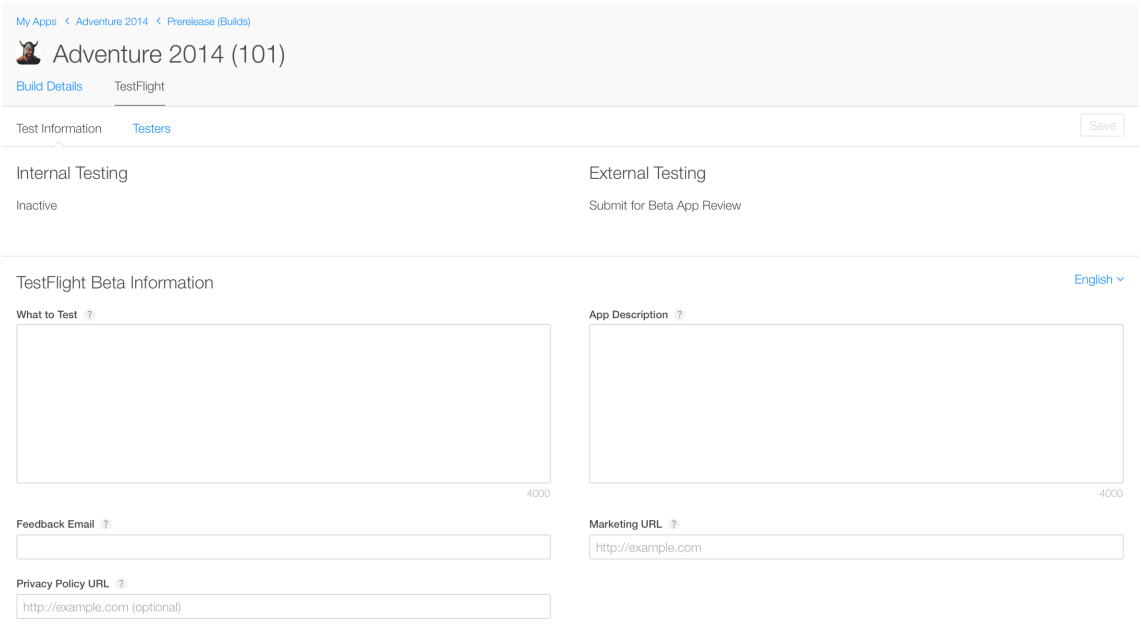
3. Click the build number you want to test.



4. Click TestFlight.

5. On Test Information, provide information for your testers such as What to Test, App Description, your feedback email address, and URLs. You will also provide information for App Review in the Beta App Review Information section, including contact information, demo account information, and any special notes on the build. Please note that this information is specific to Beta App Review and is not the same as the App Review contact information you provide when submitting your App Store version.



Set Up and Invite Testers

Invite users you would like to test prerelease versions of your app. You can enable up to 25 users from your iTunes Connect team to be internal testers and up to 1000 users to be external testers per app.

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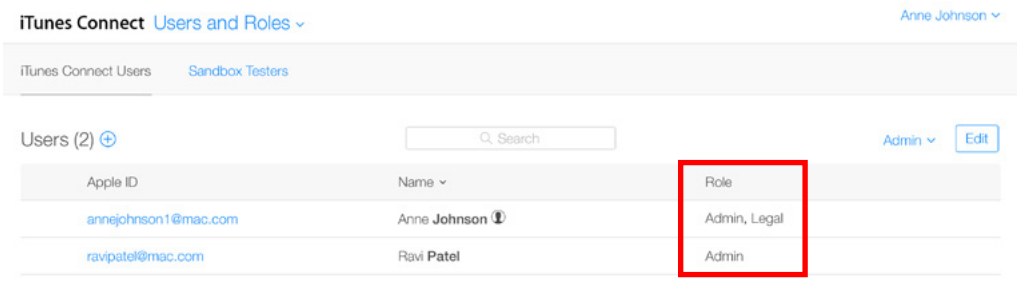
Note: External testers do not need to be in your organization; you can invite any user with an email address to become one of your external testers.

Inviting Internal Testers

First verify whether the iTunes Connect user is eligible to become an internal tester and then enable the user to be a tester. Then add the user as a tester of your app and invite him or her to begin testing.

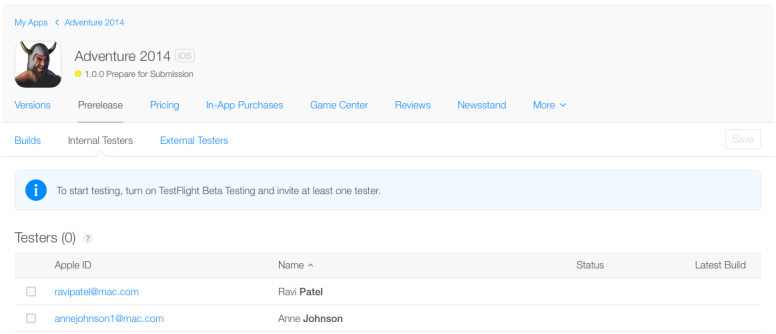
To be eligible to become an internal tester, a user must be part of your iTunes Connect team with the Admin, Legal, or Technical role. Adding iTunes Connect users and setting their roles is explained in Setting Up an iTunes Connect User (page 83). You can see users' roles in the Users and Roles section.



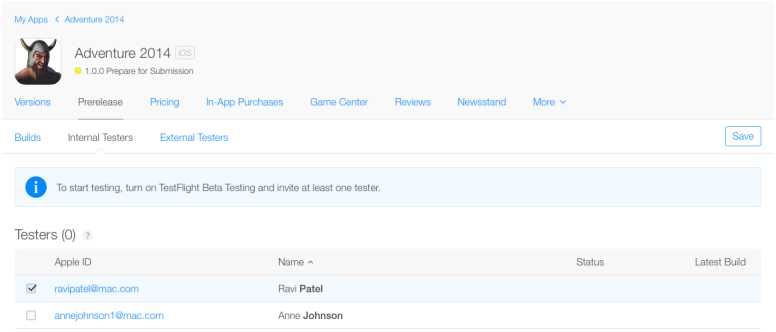
Enabling an iTunes Connect user for TestFlight beta testing is explained in Viewing, Editing, and Deleting iTunes Connect Users (page 85).

To add internal testers and invite them to test your app

1. On the Internal Testers pane in the Prerelease section, select up to 25 of the current users who are enabled as internal testers.



2. Click Save.

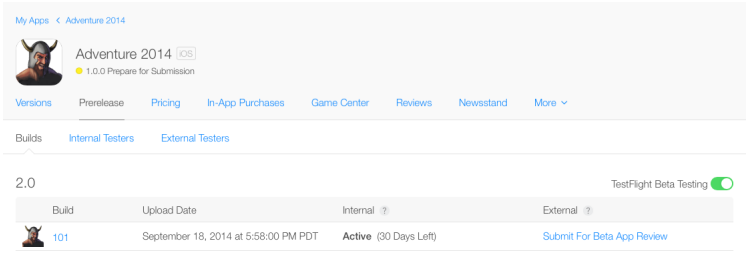


Next, make the builds available to your testers in the TestFlight app.

To enable TestFlight Beta testing

1. In the Prerelease section, click the Builds tab.
2. Set the TestFlight Beta Testing switch to the On (green) position.

   The users you selected will automatically receive an email inviting them to test. They will be directed to use the TestFlight app on their iOS devices to accept the invitation to test the latest build available.



Adding and Inviting External Testers

You can invite up to 1000 users to be external testers per app. First, you add external testers, and then you invite them to test your app. You'll need an email address for each tester and optionally their first and last names. Your app must pass Beta App Review before you can invite your external testers to test it (see Submitting an App for Beta App Review (page 58)). The build will be available to them for 30 days after the invitations are sent.

To invite add external testers and invite them to test your app

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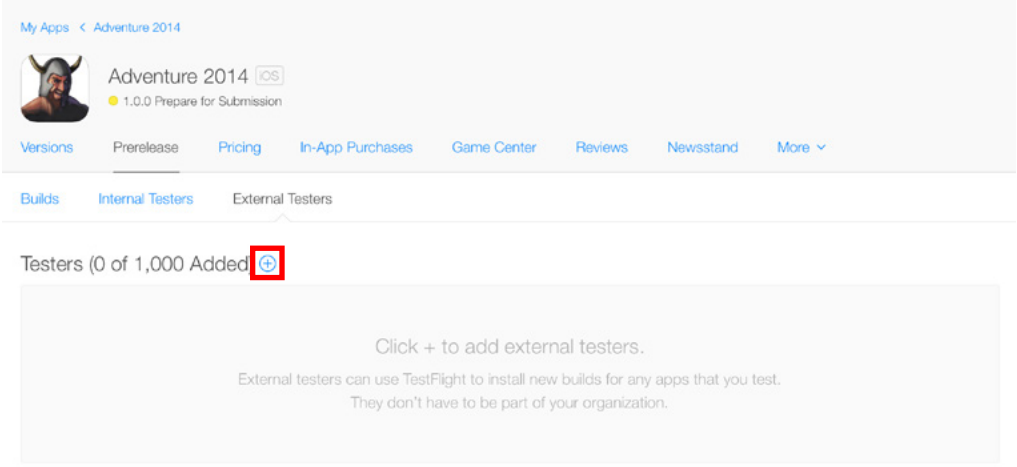
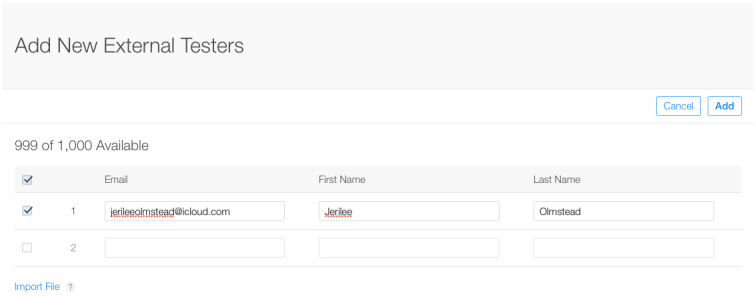
1. On the External Testers pane in the Prerelease section, click Add (+) and choose Add New Testers.



2. Enter the email, first name, and last name of each external tester.



3. To import a list of email addresses, click Import File.

   Choose a CSV file with the following format:

```
first name, last name, email address
```

   For more information, download the testing import template.

4. Optionally, under the "Add to Groups" section, check the groups or add a group you want to add the user to.

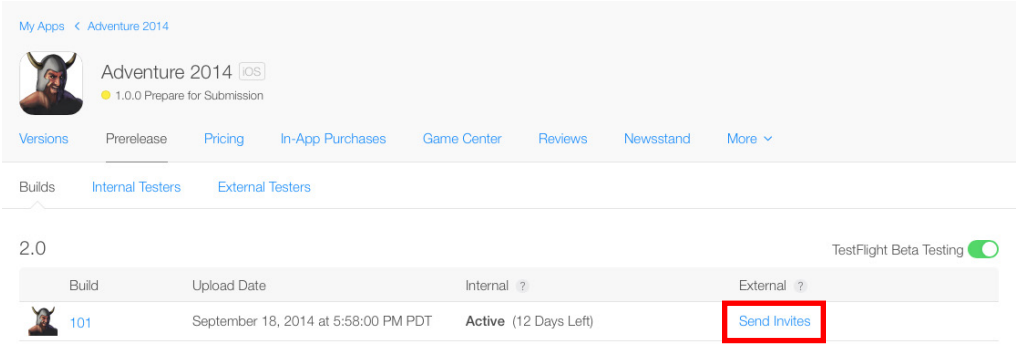
5. Click Add.

Alternatively, add an existing tester by choosing Add Existing Testers from the Add (+) pop-up menu and selecting testers from the list.

To invite external testers from the Builds tab

1. Click the Builds tab.

2. In the External Testing column, click Send Invites.



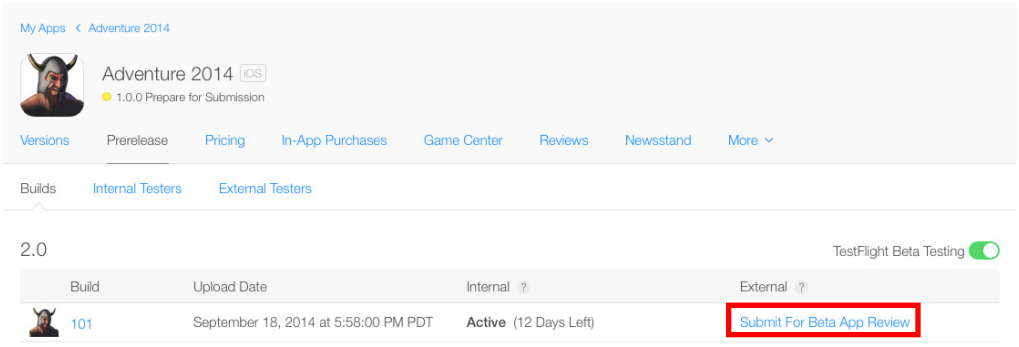
The build status changes to Active and displays the number of days of availability remaining. The external testers will receive email directing them to use the TestFlight app on their iOS devices to accept the invitation. TestFlight can be downloaded from the invitation email or the App Store.

To continue testing after the 30-day period expires, upload another build. Internal testers automatically receive an update notification when the new build is available. To distribute the new build to external testers, you resubmit it to Beta App Review. As soon as it is approved, you can send the external testers an update email by clicking Send Invites from the External Testers column on Builds, as shown above.

For more information on managing external testers, read Managing External Testers (page 88) and Organizing External Testers Into Groups (page 89).

Submitting an App for Beta App Review

Before you can invite external testers, the build must be approved by Beta App Review. Click Submit For Beta App Review to begin the Beta App Review process.



The external testing status for the build changes to Waiting for Review. The first build for a prerelease version submitted to Beta App Review requires a full review. Later builds for the same version may not require full review.

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After you submit your build for Beta App Review, Apple reviews the build and the accompanying metadata.

- If Apple approves your build for TestFlight beta testing, users on the iTunes Connect account with Admin or Technical roles receive an email notifying them of the approval. You will then be able to send invitations to the External Testers.
- If Apple rejects your build or metadata, the build status changes to Rejected. Admin and Technical users receive an email notifying them of the rejection. You can view the reason for the rejection by clicking Resolution Center at the top of the App Details page. Note that if your build is rejected for any reason, you will need to resubmit a build again for review.
- If you submit a new build of a prerelease version that was previously approved by Beta App Review, you will be asked whether you made any significant changes to the app since the last submission. *Significant changes* means that you've added or removed a major feature or functionality.

Submitting the app for Beta App Review does not submit it for final App Review for sale in the App Store.

See the Testing Status for Testers and Builds

You can see the status of each tester in the Internal Testers and External Testers panes. When testers are added as TestFlight beta testers, their status becomes Added. When invitations are sent to the testers, their status changes to Invited. As your testers accept their invitations, their status changes to Accepted. When they download the app, their status changes to Testing, and the Latest Build column shows the latest build they have installed.

The Builds pane shows the Internal and External Testing statuses for each build:

- When a build has Active status, the number of days remaining for testing is shown.
- After the 30 day testing period has ended, the build status changes to Expired.
- Builds not currently being tested will have the status Inactive.

The Installations column in the Builds pane shows how many times a build has been installed.

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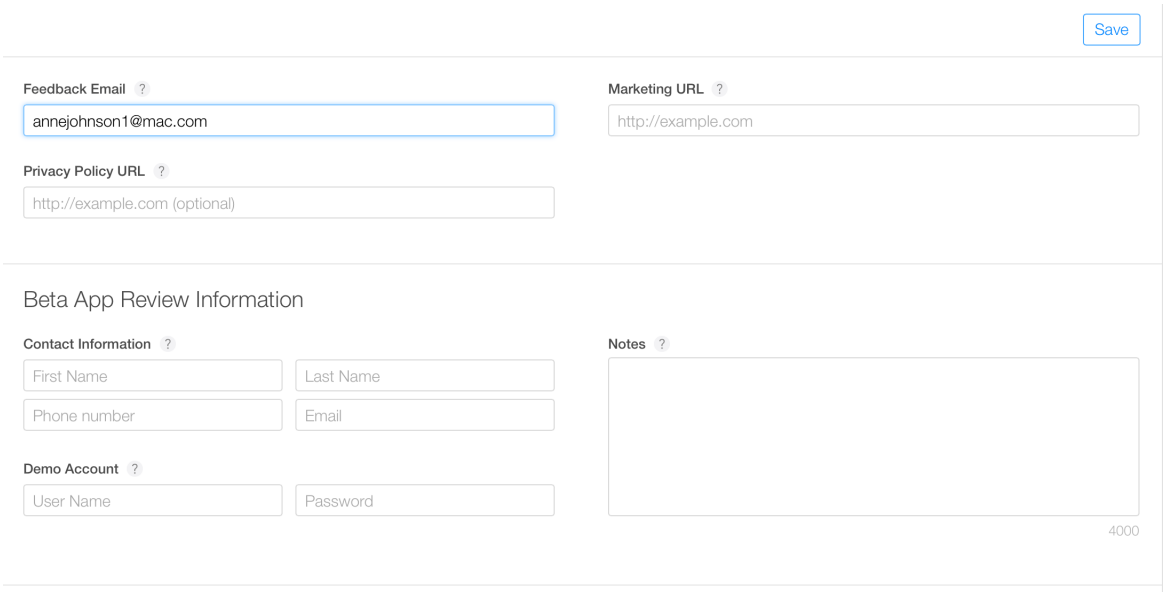
Important: If your app uses Game Center, testers will be required to turn on the Game Center sandbox from their device settings in order to use the Game Center features while testing the app.

Get Feedback from Users

Testers use the TestFlight app to send you feedback for the build they are testing at any time during the testing period. Their feedback is sent to the email address you specified in Test Information in the TestFlight pane for that build.



Upload New Builds

As you continue to develop the app and get feedback from your testers, you can upload new builds for them to test. Uploading a build is described in Uploading a Build for an App (page 33). When you upload a new build, it is a good idea to fill in new information for What to Test, as described in Add Metadata for your Prerelease App (page 53).

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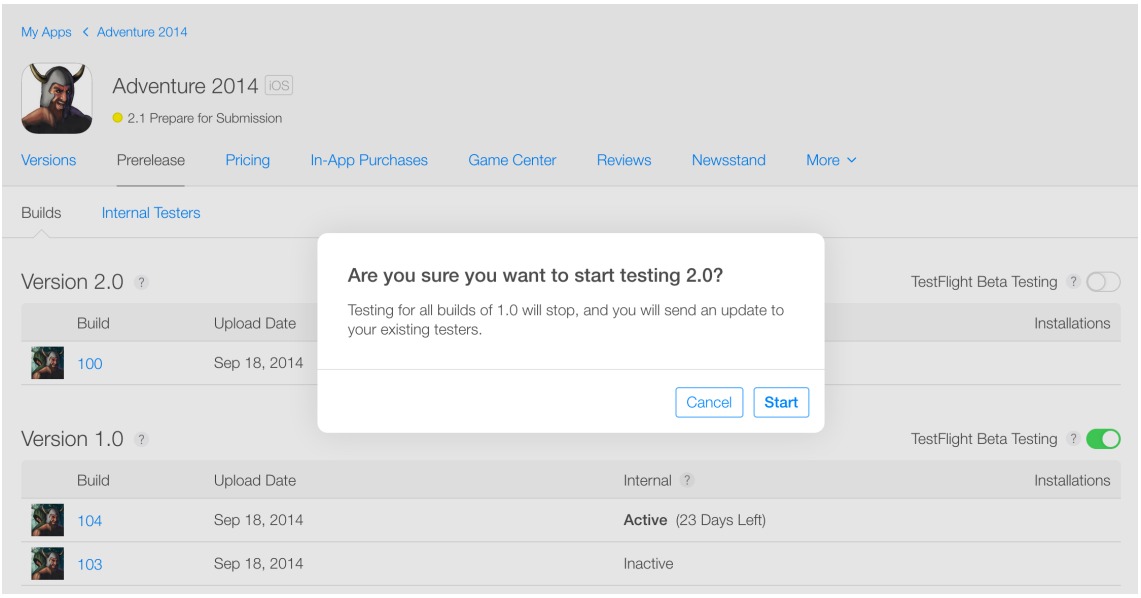
At most one prerelease version of an app can be enabled at a time for TestFlight beta testing. For example, if you have uploaded builds for prerelease versions 1.0 and 2.0 of your app, only one of the versions can be enabled for TestFlight beta testing. If you have enabled testing of version 1.0, then in order to enable testing of a build in version 2.0, you must first disable testing for 1.0. (See Finish Testing an App (page 61).)

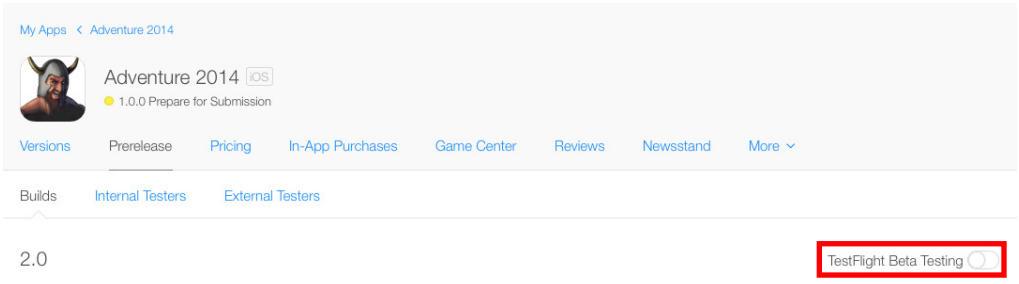


As you upload new builds for a prerelease version, internal testers will always get the most recent build you uploaded. External testers get access to the update only after you have submitted it to Beta App Review and it has been approved.

Uploading a new build will automatically disable new installations of older builds. You can manually enable and disable testing for a prerelease version at any time.

Finish Testing an App

To stop testing a prerelease version of an app that is actively being tested in TestFlight beta testing, set the Testing switch into the Off (white) position.



You can choose to reenable testing by setting the switch back to the On position.

Submit to the App Store

When you are done using TestFlight beta testing, you can submit the app for final review. Before you submit it, make sure you no longer want to test it or any builds you uploaded earlier than it. When the app becomes Ready for Sale in the App Store, testing automatically stops on earlier builds, and you will be unable to view or test them. See When builds become unavailable (page 35) for more details. If you want to resume testing of an earlier build, you can upload it as a new build associated with a new prerelease version.

If you did not supply a full set of metadata in the app's Versions pane, you complete that now. See Creating an iTunes Connect Record for an App (page 29) for a description of filling out the record with metadata. Submitting the app for final review is explained in Submitting the App to App Review (page 63).

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Submitting the App to App Review

After you provide app configuration information, as described in Creating an iTunes Connect Record for an App (page 29), and uploaded a build, as described in Uploading a Build for an App (page 33), you're ready to choose a a build, validate your app information, and submit your app for review.

If you're submitting a new version of an existing app, see Replacing Your App with a New Version (page 128) instead of reading this chapter.

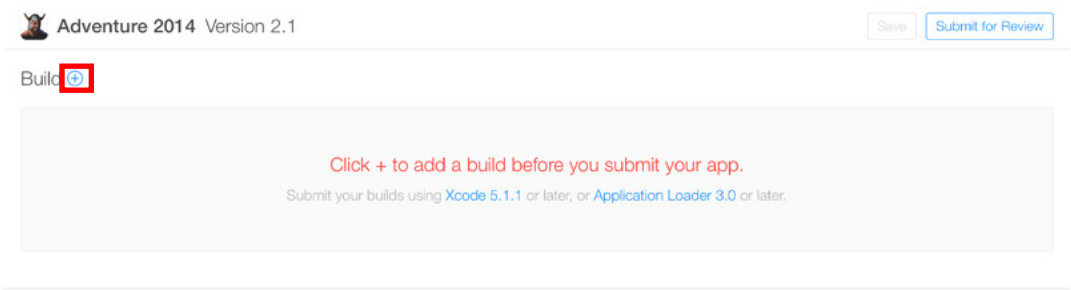
Before you submit your app, you also have the option of having users test prerelease versions of your app. This step is described in TestFlight Beta Testing (Optional) (page 51).

Choosing a Build

You can upload any number of builds for your app, and they will remain in Prerelease on the App Details page. (See Viewing Builds (page 34).) When you submit the app for App Review, only one build can be associated with the App Store version of the app you want to submit. The build, called the *current build*, is the one that will be submitted for App Review.

To choose a build to be the current build, follow these steps:

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On Versions, scroll down to the Build section.
3. Click the plus sign to select a build. The plus sign appears only if you have uploaded builds and have not yet not selected a current build. If you have already selected a build, you can remove it if you want to select a new one. See Removing the Current Build (page 64).


Adventure 2014 Version 2.1
Save
Submit for Review
Build
Click + to add a build before you submit your app.
Submit your builds using Xcode 5.1.1 or later, or Application Loader 3.0 or later.

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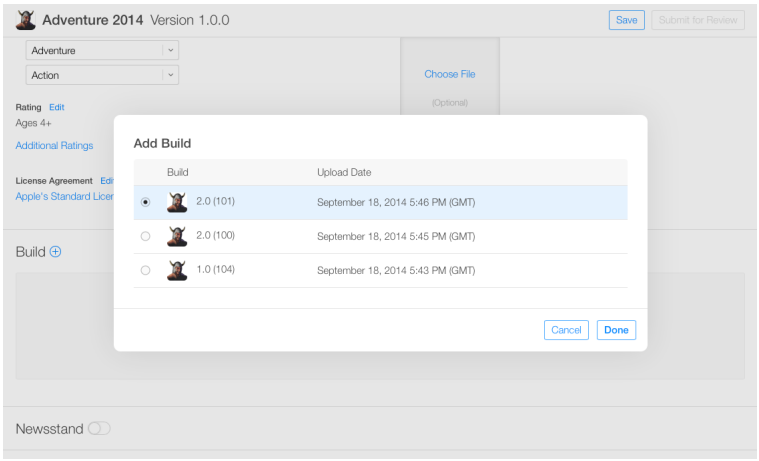
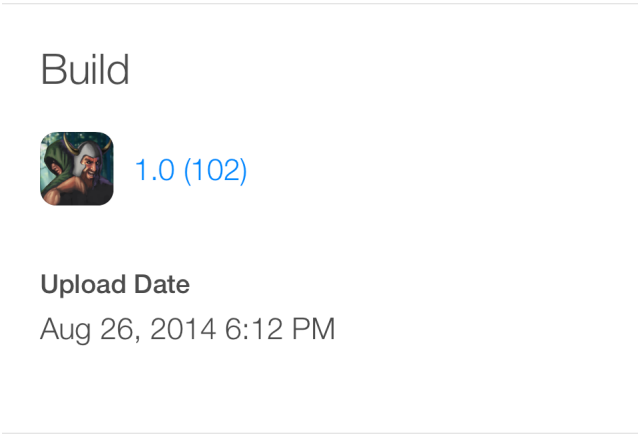
4. A list pops up containing all of the uploaded builds. Select the one you want to choose as the current build.



If an earlier version of your app became Ready for Sale in the App Store, then the list of builds includes only builds you have uploaded since then. For more detail on which builds are available for you to choose, see When builds become unavailable (page 35).

5. After you click Done, the build number appears in the Build section of Versions along with its upload date and time.



6. Click Save at the top of the page.

Removing the Current Build

You can choose to remove the current build for a version. Removing it does not delete the build from the list of prerelease builds; it just means the build is no longer the current build for that app version.

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On Versions, scroll down to the Build section.

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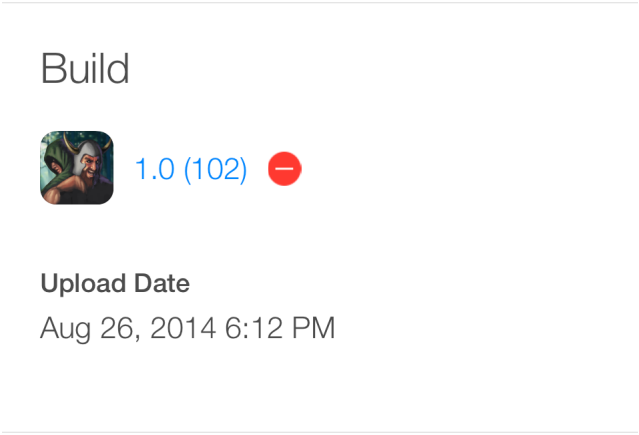
3. Hover over the build and click the minus sign that appears to the right of the build number.



Changing builds

You can set and change the current build as often as you want, until you have submitted the app for review, by repeating the steps above for choosing a build and removing the current build.

Verifying App properties

Make sure to configure and validate the following properties that can't be changed after you submit the app:

- iAd App Network
- Game Center
- iCloud display sets
- App Store text and images (including those in additional languages)
- Categories
- Keywords
- Rating
- Optional screenshots
- Optional app previews

Make sure to validate the following properties that will cause your app to be rejected if the iTunes Connect information doesn't match what's set in the app build:

- Bundle ID
- Version number (the App Store version number)

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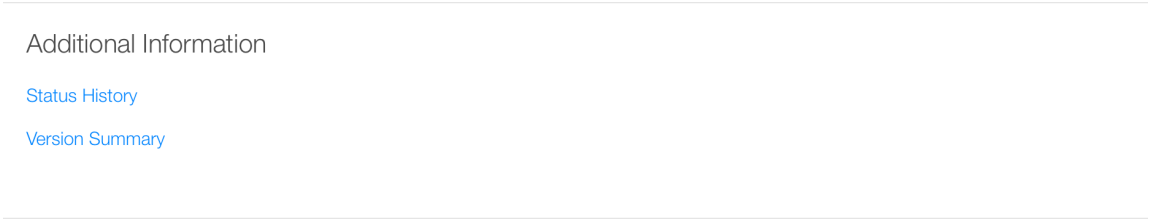
- App sandbox information

Reviewing Your Version Summary

The Version Summary page is a read-only summary of all the metadata and assets you're about to submit to Apple. Remember that even though you can edit your metadata after you submit the app, not all metadata properties can be changed. To learn which properties are editable and when, see Version Information (page 173).

To open the version summary for an app

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. In Versions, click Version Summary at the bottom of the page.



3. On the Version Summary, choose a territory from the Territory menu to review the app information as it would appear in the store for a given territory.
4. Click Done.

For additional ways to validate your app metadata, see Viewing App Information (page 94) and Working with Catalog Reports (page 154).

Submitting the App for App Review

When you're ready to submit the app for App Review, iTunes Connect walks you through a final set of questions.

To submit an app for review

1. Make sure that you have completed all the configuration the app needs.
2. Make sure you have uploaded at least one build and selected one as the current build for the app. See Choosing a Build (page 63).
3. For iOS apps, check that your app size fits within the App Store requirements.

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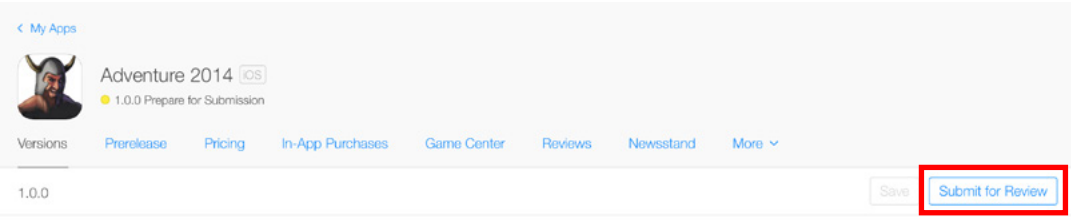
iOS App build files can be as large as 4 GB, but each executable file (`app_name.app/app_name`) must not exceed 60 MB. Additionally, the total uncompressed size of the app must be less than 4 billion bytes. However, consider download times when determining your app's size. Minimize the file's size as much as possible, keeping in mind that there is a 100 MB limit for over-the-air downloads. Abnormally large build files are usually the result of storing data, such as images, inside the compiled binary itself instead of as a resource inside your app bundle. If you are compiling an image or large dataset into your binary, it would be best to split this data out into a resource that is loaded dynamically by your app.

4. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).

5. On Versions, click the Submit for Review button at the top-right of the page.



6. Answer questions about Export Compliance, and if needed, upload encryption authorization documents.

   Because all apps are loaded on Apple servers in the United States, all apps are subject to U.S. export laws. See Cryptography and U.S. Export Compliance (page 68) for more details about this step.

7. Answer questions about Content Rights.

   Indicate whether the app has added third-party content. If you answer yes, you are asked to confirm that you have permission to use the third-party content in each territory in which the app will be available. It's your responsibility to determine and follow regulations that apply in each territory.

8. Answer questions about the Advertising Identifier (IDFA). Indicate whether your app uses the Advertising Identifier, and if so, in what way. See The Advertising Identifier (IDFA) (page 68) for more details about this step.

   If you submit the app for review again in the future, you will need to fill out the questions again.

9. Click Submit.

   iTunes Connect returns to Versions on the App Details page.

When the submission is complete, the app version status changes to Waiting for Review. For information about what the status indicators mean and what actions are available for each status, see About App Statuses (page 101).

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Cryptography and U.S. Export Compliance

U.S. export laws require that products containing encryption be properly authorized for export. When you're ready to upload your first build for your app or upload a new build, iTunes Connect presents a series of questions regarding software encryption. The questions are designed to determine the level of encryption in the app according to U.S. Bureau of Industry and Security (BIS) classifications. Based on your answers, you may be required to provide one or more of the following documents:

- Encryption Registration approval from BIS
- CCATS approval from BIS
- French import declaration

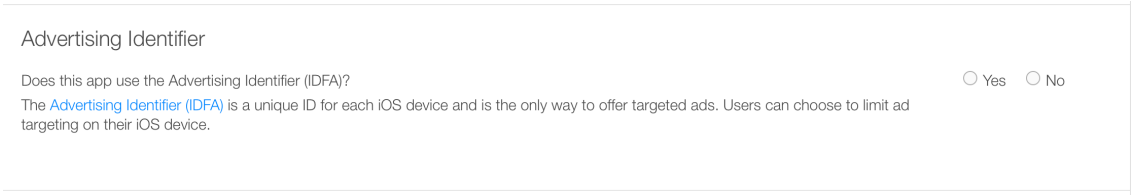
For more information on BIS requirements for encryption, go to Bureau of Industry and Security Encryption webpage.

All apps distributed through the App Store or Mac App Store must go through the encryption review: All apps are uploaded to an Apple server in the United States, which means that your product is exported from the United States and is captured by U.S. export laws. This requirement applies even if you plan to distribute apps only within your own country.

> **Important:** If your app requires that you provide additional documents for the encryption review, your app won't have the Ready for Sale status on the store until Export Compliance has reviewed and approved your documents. The app can't be distributed for prerelease testing by external testers until Export Compliance has reviewed and approved it.

The Advertising Identifier (IDFA)

Your app must comply with IDFA usage in order to be approved by App Review. When you're ready to submit your app, you will be presented with a questionnaire about whether your app uses the Advertising Identifier.


Advertising Identifier
Does this app use the Advertising Identifier (IDFA)?
Yes
No
The Advertising Identifier (IDFA) is a unique ID for each iOS device and is the only way to offer targeted ads. Users can choose to limit ad targeting on their iOS device.

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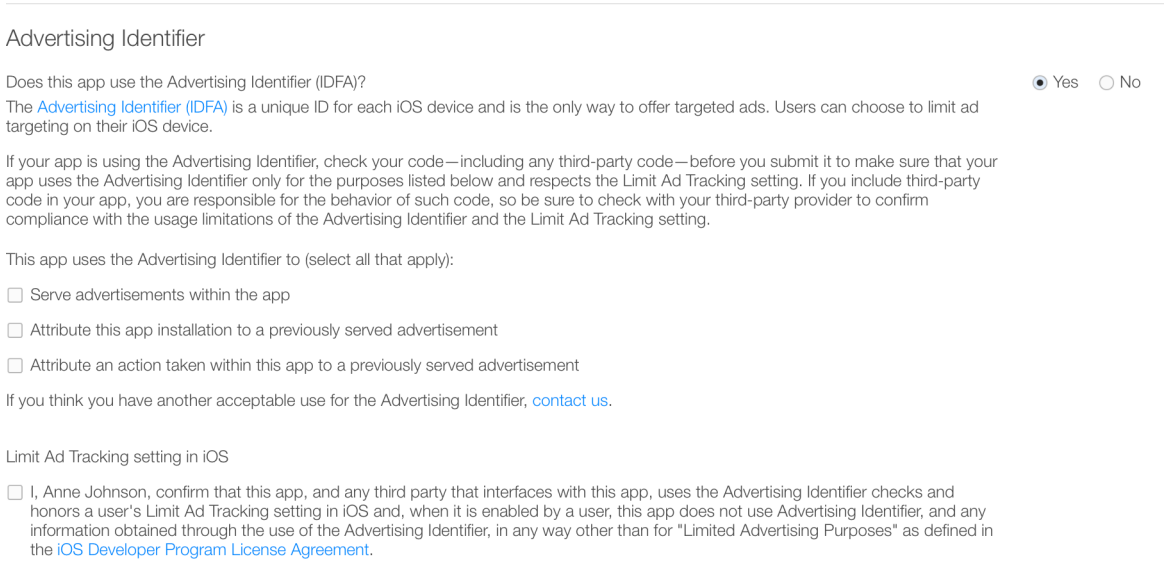
If you check Yes, you will need to supply further details about how your app uses IDFA.


Advertising Identifier
Does this app use the Advertising Identifier (IDFA)?
Yes
No
The Advertising Identifier (IDFA) is a unique ID for each iOS device and is the only way to offer targeted ads. Users can choose to limit ad targeting on their iOS device.
If your app is using the Advertising Identifier, check your code—including any third-party code—before you submit it to make sure that your app uses the Advertising Identifier only for the purposes listed below and respects the Limit Ad Tracking setting. If you include third-party code in your app, you are responsible for the behavior of such code, so be sure to check with your third-party provider to confirm compliance with the usage limitations of the Advertising Identifier and the Limit Ad Tracking setting.
This app uses the Advertising Identifier to (select all that apply):
Serve advertisements within the app
Attribute this app installation to a previously served advertisement
Attribute an action taken within this app to a previously served advertisement
If you think you have another acceptable use for the Advertising Identifier, contact us.
Limit Ad Tracking setting in iOS
I, Anne Johnson, confirm that this app, and any third party that interfaces with this app, uses the Advertising Identifier checks and honors a user's Limit Ad Tracking setting in iOS and, when it is enabled by a user, this app does not use Advertising Identifier, and any information obtained through the use of the Advertising Identifier, in any way other than for "Limited Advertising Purposes" as defined in the iOS Developer Program License Agreement.

If you checked No but we determine your app does use IDFA, your app will be put into the Invalid Binary status, and you will be notified by email. Similarly, if you checked Yes but your app uses IDFA in ways that don't match the statements you checked, your app will be rejected by App Review and put into the Rejected status.

In either case, when you resubmit the build, you will be presented with the IDFA questions again and can provide the appropriate answers.

Next Steps: App Review Results

After you submit your build, Apple reviews the app and the accompanying metadata.

If Apple rejects your build or metadata, the app status changes to Rejected and iTunes Connect users are notified of the specific issues. In addition to the app status and messages posted at the top of the App Details page, iTunes Connect provides the Resolution Center for you to communicate directly with Apple regarding issues with the app. See Viewing Resolution Center Communications (page 105).

If Apple approves your app, the app status changes to Ready for Sale and iTunes Connect users are notified of the status change. You can track its download progress, as described in Viewing Sales and Trends (page 135). You can follow comments and issues that users have, as described in Improving Your Customers' Experience (page 119).

If, instead, your app status changes to Pending Developer release, then you have previously indicated that you would like to manually release your app version. See Specifying When App Versions Are Released (page 132).

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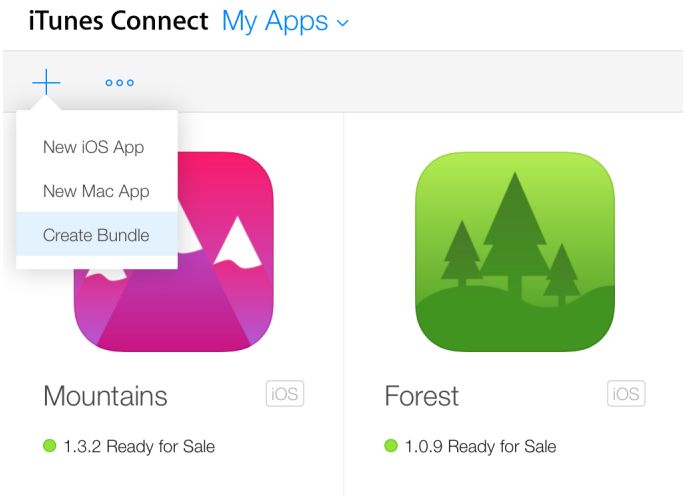
App Bundles

App bundles offer an easy way for your customers to purchase up to 10 of your paid iOS apps at a reduced price. Customers who previously purchased one or more apps in an app bundle can use the Complete My Bundle feature and will see the bundle price adjusted to account for those previous purchases.

Creating an App Bundle

To create an app bundle, pick at least two iOS apps you want to include, give your bundle a name, write a description, and set a price on iTunes Connect.

You create an app bundle by creating a separate iTunes Connect record for it, just as you did to create the records for the individual apps. On My Apps, click the plus sign and select Create Bundle to bring up the Create Bundle page.



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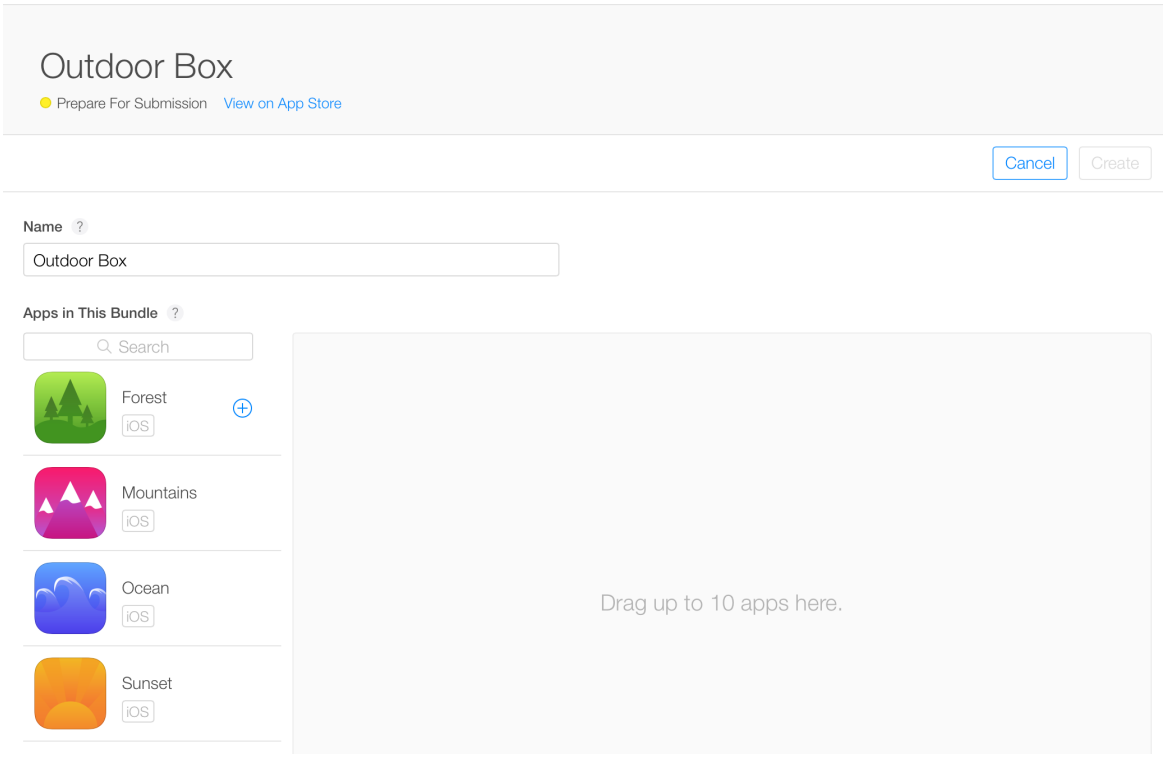
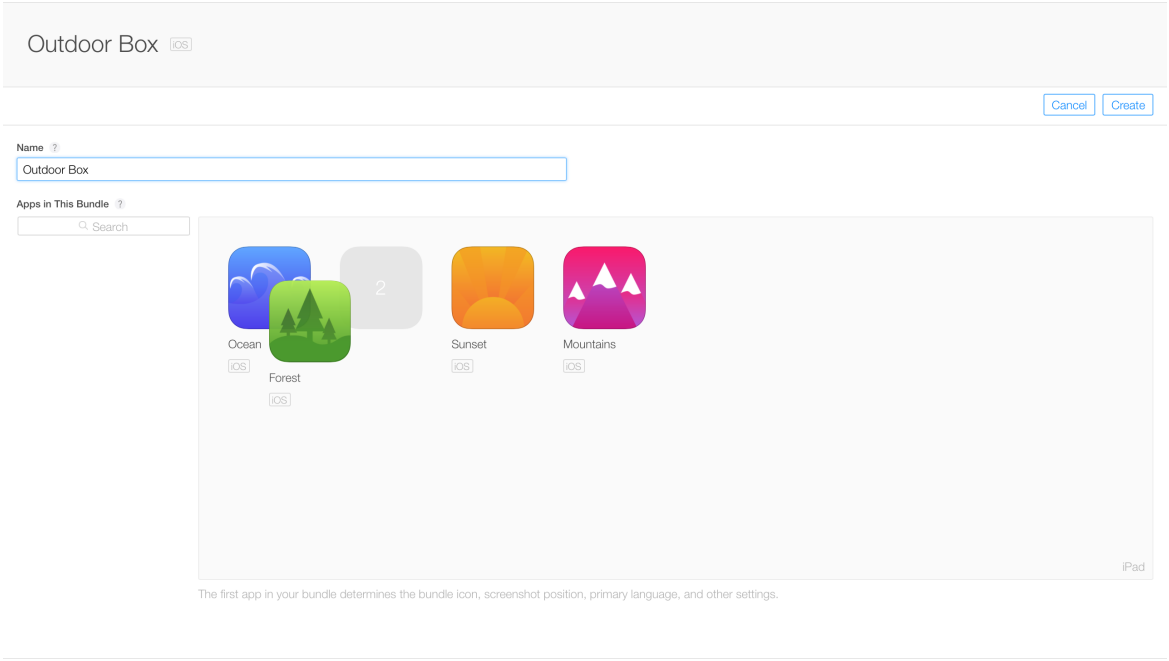
On the Create Bundle page, give your new bundle a unique name and add up to 10 iOS apps into it. You can add apps either by dragging their icons into the box or by selecting the plus sign from Apps in This Bundle on the left side of the page. Only apps that have at least one approved version appear for selection.



The first app you select to be part of the bundle is called the *primary* app. The following app bundle information is determined based on the primary app in the bundle:

- First placement in the bundle icon, app preview, and screenshots
- Category
- Primary language
- Privacy policy (if the app contains one)
- License Agreement (page 184)
- Copyright
- Trade Representative Contact Information (page 185) (if applicable)

To make a different app become the primary app, drag the app icon or select the plus sign from Apps in This Bundle on the left of the page to add an app and drop it into the first (leftmost) slot in the box.



The apps in a bundle must have a compatible combination of formats. All apps must be device-compatible with the primary app. As you add or delete apps in the bundle, the compatibility will be recomputed.

- You can add the following device combinations:
  - iPad + Universal
  - iPhone + Universal
- You can't add the following device combinations:
  - iPhone + iPad
  - iPhone + iPad + Universal

Contents of an App Bundle

Most of the app bundle details are derived from the set of apps in the bundle, including:

- **Icon.** The bundle icon is generated from the icons for the first four apps in the bundle (or you can create a custom bundle icon; see Creating a Custom Bundle Icon (page 75)).

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- **Screenshots.** App bundles can display a maximum of ten screenshots, with an equal number of screenshots represented for each app. For example, if your app bundle contains five apps and each app has five screenshots, only two screenshots from each app will be displayed for your app bundle. If your app bundle contains three apps, of which two apps have three screenshots each but one app has only one, then only one screenshot will be displayed from each app

  The order of the screenshots is based on the order of the apps in the bundle. The screenshots can be rearranged only as the apps in the bundle are rearranged.
- **App previews.** Apps that have an app preview will always display it in place of the first screenshot.
- **Ratings.** The rating is determined by the highest rating among the apps in the bundle. For example: if the bundle consists of apps with 12+ rating and 9+ rating, the app bundle will have a rating of 12+.
- **Made for Kids.** All the apps in the bundle have to be Made for Kids and have all the same age-band for the bundle to be listed in the age-band categories on the App Store.
- **Available localizations.** Localizations will be derived from the common localizations across all of the apps. The primary localization is the primary language of the first app in the bundle.
- **Keywords (not displayed in iTunes Connect).** The bundle gets every keyword from every app in the bundle.

The Create Bundle page guides you to add the bundle-specific information. The following metadata is required for your primary language unless otherwise indicated. Additional localizations are optional.

- **App bundle name.**
- **App bundle description.**
- **Price.** You specify the price tier using the same App Store Pricing Matrix used to price your individual apps. The price you specify must be strictly less than the total of the prices of the apps in the bundle. Otherwise, the bundle may not be available on the App Store. The price tiers are broken down to Compatible Price Tiers and Incompatible Price Tiers. Compatible Price Tiers represent the price tiers that have met the bundle pricing rules listed in App Bundle Pricing and Availability (page 76). Selecting one of these tiers

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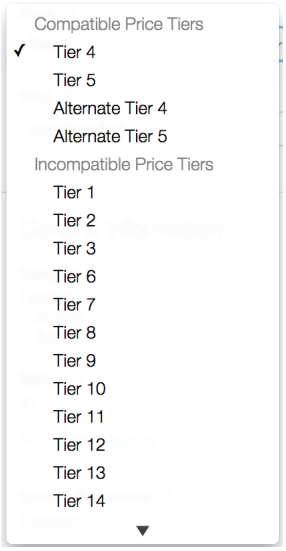
can ensure that your app bundle can be made available on the App Store as long as all other requirements have been met. Note that future price changes and intervals that have been set for your app could affect the list of compatible price tiers.



- **SKU.** You define a new SKU number different from that of the individual apps.
- **Cleared for Sale.** Check Cleared for Sale to make your app bundle available on the App Store. There are no bundle-specific territory settings. An app bundle will be live on the stores only where all the member apps are available. For example, if some of the apps in the bundle are cleared for sale worldwide but some are live only in specific territories, the bundle will be available only in those territories.

  Note: You will not be able to select the Cleared for Sale check box if you already have ten app bundles cleared for sale. If you wish to clear a new app bundle for sale, you must first remove the Cleared for Sale check box from a different live bundle.

- Marketing URL (Optional). This can be the same URL as you use for the individual apps or a different one.

After entering this information, click Save.

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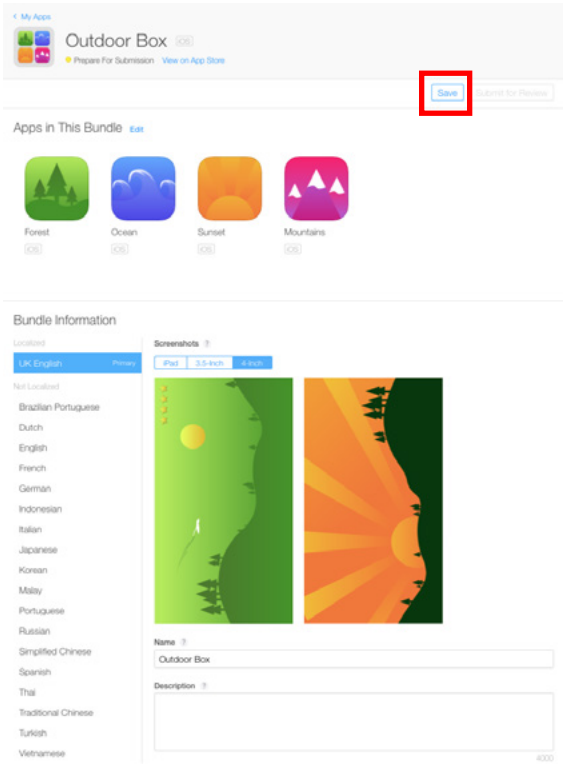
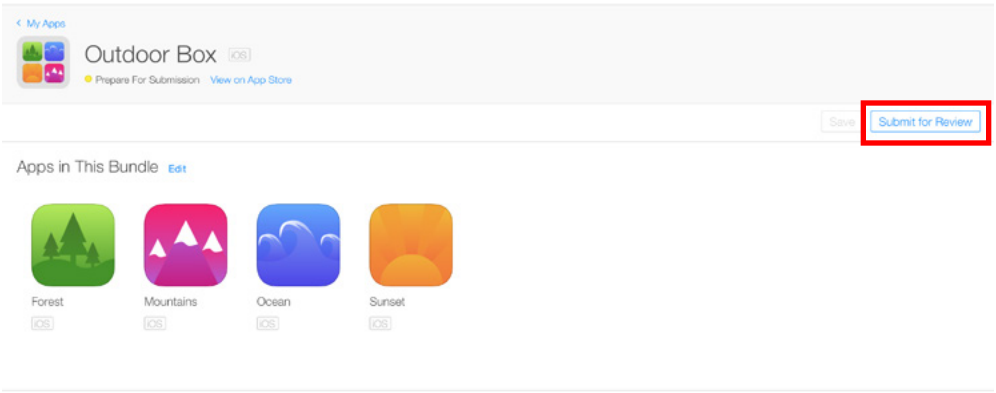
The Bundle Information section shows the name and description you entered, along with the set of screenshots automatically derived from the individual apps.



Click Submit for Review to submit the bundle.



Creating a Custom Bundle Icon

If you wish, you can create a custom icon for your bundle, to be displayed on the App Store in place of the icon generated automatically from those of the first four apps in the bundle. A transparent overlay will be added in the bottom-right corner of your icon to let users know that the icon represents a bundle.

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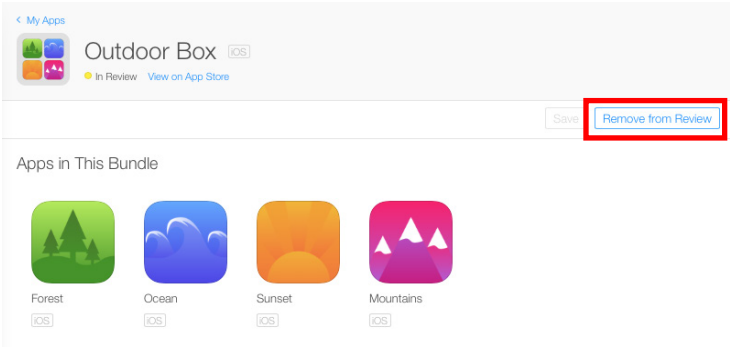
Custom app bundle icons must meet the following requirements:

- High-quality JPEG or PNG image file format.
- 1024 x 1024 pixels. (Don't scale up smaller artwork, as this could appear pixelated and blurry.)
- 72 dpi
- RGB
- Flattened
- No transparency
- No rounded corners

You can choose to delete your custom icon at any time and your bundle will revert back to the automatically generated icon. If your app bundle currently has an automatically generated icon, you can submit a custom icon at any time, but it will need to go through App Review before it will be displayed on the App Store.

Removing an App Bundle from Review

You can choose to remove the app bundle from review by clicking Remove from Review.

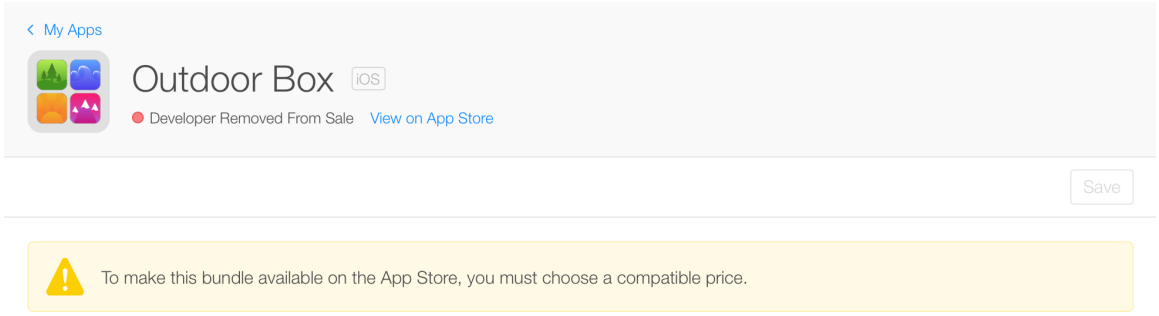


App Bundle Pricing and Availability

When bundles become available. You can create the bundle before the apps are available in the App Store, as long as each app has at least one approved version. After you have submitted the bundle for review and it has been approved, it will automatically become available for sale when all of the apps it contains are available themselves and all other requirements are met. In order to be available, app bundles must meet the following requirements:

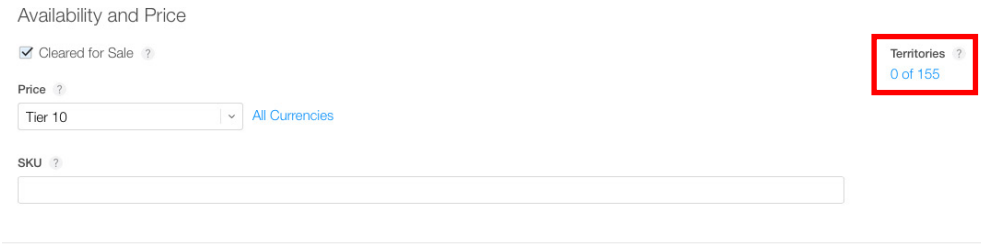
- All apps in the bundle must be available for purchase. An app bundle can be created with free apps, but it will not be available on the store until all the apps in the bundle are available for purchase. Likewise, at the time an app in the bundle goes from paid to free, the entire bundle will no longer be available on the store. If all apps become available for purchase again, then the bundle will be automatically restored, if it continues to meet requirements.
- App bundles must be sold at a reduced price, which is less than the sum total of the individual app prices contained in the bundle.
- A bundle's price must be no lower than the highest app price in the bundle. If an app in the bundle goes to a price that is higher than the price of the bundle, the bundle will automatically be removed from the store.
- There are no bundle-specific territory settings. An app bundle will be live only where all member apps have common territories.
- Only ten bundles can be marked as cleared for sale at any time per developer account. If you have ten bundles marked cleared for sale, you can create additional bundles, but you can't check Cleared for Sale for an additional bundle unless you first uncheck it from another bundle.
- A single app can be in no more than three cleared-for-sale bundles at one time.

App bundle status. While an app bundle can have the status Ready for Sale, it might not be available on the App Store. If the bundle is not available, you may see a warning message at the top of the App Bundle Details page notifying you of reasons that the bundle is not live, such as incompatible pricing.

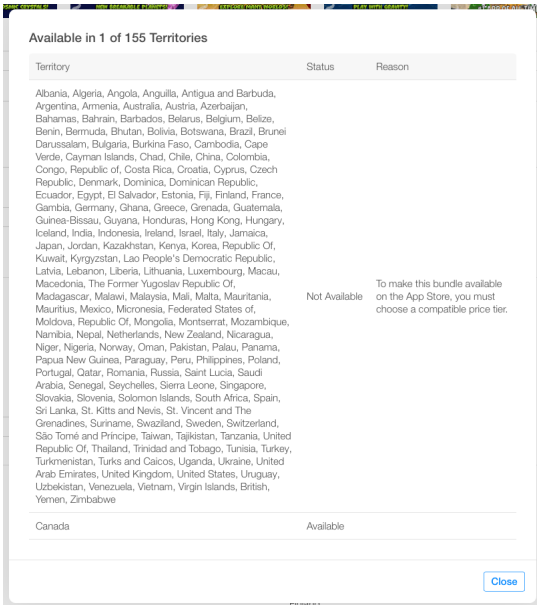

My Apps
Outdoor Box
iOS
Developer Removed From Sale
View on App Store
Save
To make this bundle available on the App Store, you must choose a compatible price.

Examine the Availability and Price section on your App Bundle Details page to see reasons that your app bundle might not be live in a specific territory.

For example, the section might show that the number of territories is 0.



Clicking on the number of territories will bring up a page displaying the reason why the app bundle is not available.


Available in 1 of 155 Territories
Territory
Status
Reason
Albania, Algeria, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Barbados, Belarus, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Botswana, Brazil, Brunei Darussalam, Bulgaria, Burkina Faso, Cambodia, Cape Verde, Cayman Islands, Chad, Chile, China, Colombia, Congo, Republic of, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Fiji, Finland, France, Gambia, Germany, Ghana, Greece, Grenada, Guatemala, Guinea-Bissau, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kenya, Korea, Republic Of, Kuwait, Kyrgyzstan, Lao People's Democratic Republic, Latvia, Lebanon, Liberia, Lithuania, Luxembourg, Macau, Macedonia, The Former Yugoslav Republic Of, Madagascar, Malawi, Malaysia, Mali, Malta, Mauritania, Mauritius, Mexico, Micronesia, Federated States of, Moldova, Republic Of, Mongolia, Montserrat, Mozambique, Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Norway, Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saint Lucia, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Solomon Islands, South Africa, Spain, Sri Lanka, St. Kitts and Nevis, St. Vincent and The Grenadines, Suriname, Swaziland, Sweden, Switzerland, São Tomé and Príncipe, Taiwan, Tajikistan, Tanzania, United Republic Of, Thailand, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Turks and Caicos, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Virgin Islands, British, Yemen, Zimbabwe
Not Available
To make this bundle available on the App Store, you must choose a compatible price tier.
Canada
Available
Close

Editing an App Bundle

You can edit an app bundle in different statuses. The edits may need to be reviewed, depending on the status of the app bundle when you make them.

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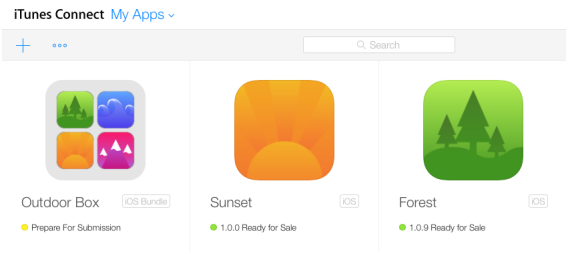
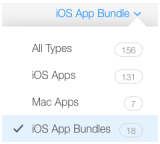
How to edit an app bundle. After you create the iTunes Connect record for an app bundle, your app bundle will be listed on the My Apps page among your iOS Apps and Mac Apps.



To see a listing of only app bundles, select iOS app bundles on the on the Types menu.



Select the app bundle you want to edit. You can edit app membership in your bundle until the bundle is approved. If your bundle has been submitted to App Review, select Remove from Review to make the bundle editable again. Click Edit to bring up App Bundle Details to add, delete, or rearrange the apps in the bundle. Adding, deleting and rearranging the apps in the bundle will update the derived information once those changes have been saved. See Creating an App Bundle (page 70) for a list of the information derived from the apps in the bundle.

> **Note:** Upon the initial creation of your app bundle, the bundle's primary language will default to that of the primary app in the bundle. If another app is rearranged into the first position in the list of apps, it will become the primary app, but the primary language of the bundle will not be changed to the primary language of that app. See Editing your Primary Language (page 80) to edit the app bundle's primary language. The remaining data determined from the primary bundle will be updated automatically.

To change an element of derived metadata, you can either change the metadata on the App Details page of the primary app, or else choose a new primary app for the app bundle. The app bundle metadata will be updated automatically upon the change to the app.

Editing an app bundle after approval. You can make the following changes to an app bundle after it has been approved. These changes do not require the bundle to be reviewed again:

- Rearranging the members in the bundle
- Editing the bundle description and marketing URL

- Changing the primary language of the bundle
- Changing the pricing and cleared for sale status
- Reverting back to an automatically generated app bundle icon

Changing any of these properties will require the app bundle to be reviewed again:

- Adding additional localizations. Making this change requires all metadata to be sent for review: Name, description, and marketing URL.
- Changing an existing localized app bundle name, description, or marketing URL, or a custom app bundle icon.

When you save changes to existing fields for an approved app bundle, your changes go directly to App Review for approval. After they are approved, the changes will go live on the App Store.

Removing an App Bundle

After review, app bundles can't be deleted but they can be removed from the App Store.

To remove an app bundle from the App Store

1. Locate the app bundle on My Apps.
2. Click the app bundle to open App Bundle Details.
3. In the Availability and Price section, uncheck Cleared for Sale.

The app bundle will no longer appear in the App Store.

Transferring an App Belonging to an App Bundle

You can't transfer an entire app bundle, but you can transfer an app that belongs to one. If you want to transfer an app that belongs to an app bundle, be sure that you first make a record of whatever information you want to keep about the app, the bundle, or their history. After you transfer the app, you will not be able to access that information from within iTunes Connect.

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Editing Your Primary Language

In the Bundle Information section, highlight the language you want to become the bundle's primary language. Enter an app bundle name and description for that language. The language name automatically moves to the localized list. Select Make Primary next to the language. Click Save.

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Setting Up User Accounts

The Users and Roles section in iTunes Connect allows a user with an Admin role to set up three types of users:

- **iTunes Connect users.** These user accounts have access to your organization's content in iTunes Connect. You assign roles to control which sections these accounts can access.
- **TestFlight Beta testers.** You can invite these internal iTunes Connect users and external users to test your app.
- **Sandbox testers.** You use these Apple user accounts to test development-mode apps with Apple technologies such as In-App Purchase and Game Center.

If your organization is small, the first user—the team agent—might be the only user for the organization.

If your organization requires additional iTunes Connect users, the user accounts need to be created from inside iTunes Connect. The team agent can create the additional users or can create a user with an Admin role who can create additional users.

To perform the tasks in this section, sign in to iTunes Connect as the team agent or other iTunes Connect user with an Admin role, and click "Users and Roles."

iTunes Connect Users

Each member of your organization who needs access to app information should have an iTunes Connect account.

What Is a Team Agent?

The person who registers for an Apple Developer Program and receives access to iTunes Connect becomes the **team agent** for an organization.

There are actions that only the team agent can accomplish:

- Creating at least one additional iTunes Connect user for this organization, if needed
- Requesting and agreeing to contracts

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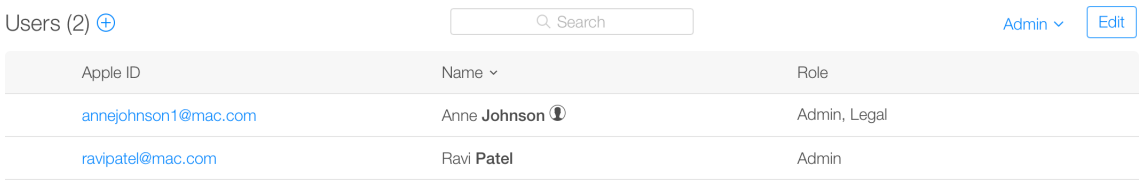
- Transferring apps between organizations
- Deleting apps from iTunes Connect

You can tell which user is the team agent because the team agent is the only user in your organization with the Legal role.



iTunes Connect and Apple IDs

iTunes Connect accounts use an Apple ID as the account user name. In some cases, iTunes Connect creates an Apple ID for new users:

- **No existing Apple ID.** If a person doesn't already have an Apple ID, iTunes Connect creates an Apple ID using the information supplied for the iTunes Connect account.
- **Existing Apple ID.** If a person already has an Apple ID and you use the email address corresponding to the Apple ID to set up the person's iTunes Connect account, iTunes Connect associates the existing Apple ID with the new iTunes Connect account.
- **Existing Apple ID already associated with iTunes Connect.** If a person's Apple ID is already associated with another iTunes Connect organization, the user needs to provide a distinct email address that can be associated with the new organization; iTunes Connect creates an additional Apple ID for the user.

Important: Although both systems may use the same Apple ID for account validation, the iTunes Connect users and roles are separate from the Apple Developer Program membership and roles. A member of the Apple Developer Program for your organization doesn't automatically have access to iTunes Connect. A member with an Admin role in the Apple Developer Program doesn't automatically have an Admin role in iTunes Connect.

To make updates to your Apple ID name or email addresses, go to My Apple ID.

Setting Up an iTunes Connect User

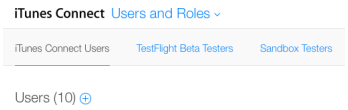
Create an iTunes Connect user account for each person who needs to have access to your iTunes Connect organization. Only iTunes Connect users with an Admin role can create other iTunes Connect users or modify users' roles or notifications.

To add a new iTunes Connect user

1. As the team agent or other iTunes Connect user with an Admin role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Users and Roles.

3. Click the plus sign.

   If it doesn't appear, you don't have access to create iTunes Connect users. The team agent, or an Admin user, needs to create the new user or update your roles to allow you to create new users.



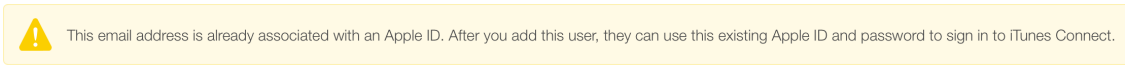
4. Enter the individual's user information (first name, last name, and email address), and click Next.

   The email address specified must be valid to activate the account. The user receives an email as a confirmation.

5. Review the email address of a user with an existing Apple ID.

   If the email address you entered is already associated with an Apple ID, a warning message appears asking you to confirm that you want to associate this Apple ID with iTunes Connect.

   Click Next to continue creating the user account with the existing email address and associated Apple ID.


This email address is already associated with an Apple ID. After you add this user, they can use this existing Apple ID and password to sign in to iTunes Connect.

   You can instead change the email address to create a new Apple ID. See iTunes Connect and Apple IDs (page 83).

6. Select the roles to assign to this user, and click Next

   Roles give access to iTunes Connect sections. For example, the Admin role gives a user access to create and update material in all sections except Agreements, Tax, and Banking. The available roles are listed in User Roles (page 191).

   Only the initial iTunes Connect user (the team agent) has access to the Legal role.

7. Select the notification types assigned to this user by territory, and click Save.

   A confirmation line appears stating that verification email has been sent.

The new user receives an email from the iTunes Store that includes a link to activate the account. (Make sure to have the user check spam and junk mail filters if the activation email doesn't arrive.)

If the account was created with an existing Apple ID, the user is asked to sign in to iTunes Connect.

If iTunes Connect created a new Apple ID for the user, the user is asked to enter a password and create a security question and answer. Then iTunes Connect opens.

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User manage their own Apple ID names and passwords on the My Apple ID webpage.

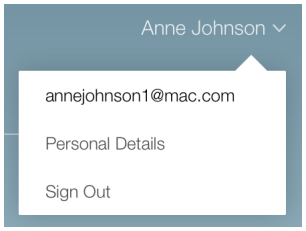
Viewing, Editing, and Deleting iTunes Connect Users

All iTunes Connect users (except users with only a Marketing role) can view the settings for all other iTunes Connect users in their organization. However, users with an Admin role are the only ones who can delete or modify user accounts, including setting roles and notifications.

Admin users can't edit the iTunes Connect user details for the team agent (the Legal role). Team agents manage their own details.

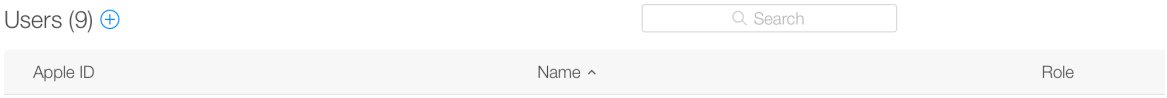
To view your own iTunes Connect user account

1. Select Personal Details from your user name menu that appears in the top-right corner of any iTunes Connect page.



To view or edit an iTunes Connect user

1. In the "Users and Roles" pane, click iTunes Connect Users.
2. Find the user you want to view. If the user name is not immediately visible, you can use any of the following techniques to locate it.
   - Sort the list. You can sort by last name or Apple ID by clicking the appropriate column header.
   - Search the list by entering text in the search box. The list will display all users containing that text in their names, Apple IDs or roles.



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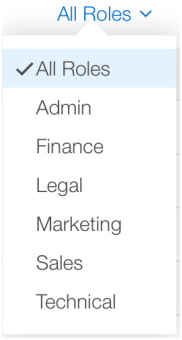
- Use the filter menu to display only users with a particular role.

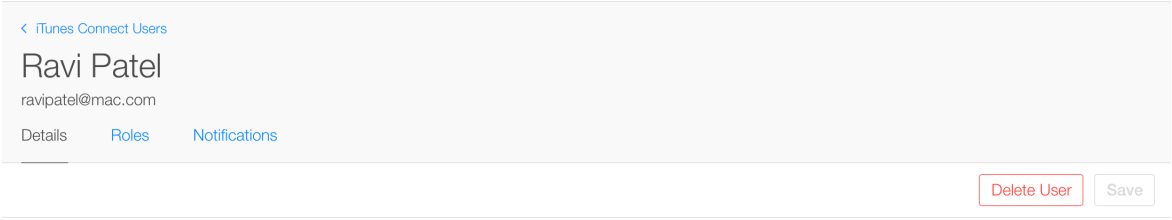


3. If you want to make changes to the user's details, click the Apple ID to display their User Details.

   The Apple ID link is active for clicking only if your user account has an Admin role.

4. Make any needed changes to the user's roles, notifications, or both, and click Save.
   - To change the user's role, click the Roles tab and select the new role; see User Roles (page 191).
   - To change the user's notifications, click the Notifications tab and select the new notifications and territories; see User Notifications (page 192).

5. If you want to delete the user from the User Details page, click Delete User.



   Confirm that you want to delete this iTunes Connect account.

   Important: If individuals leave your company, delete their iTunes Connect access immediately so that they can no longer access your app information.

6. Para

To enable a user to be an internal tester

1. In the "Users and Roles" pane, click iTunes Connect Users.
2. Find the user you want to view. The user must have an Admin, Legal, or Technical role.
3. Click the Apple ID to display their User Details.

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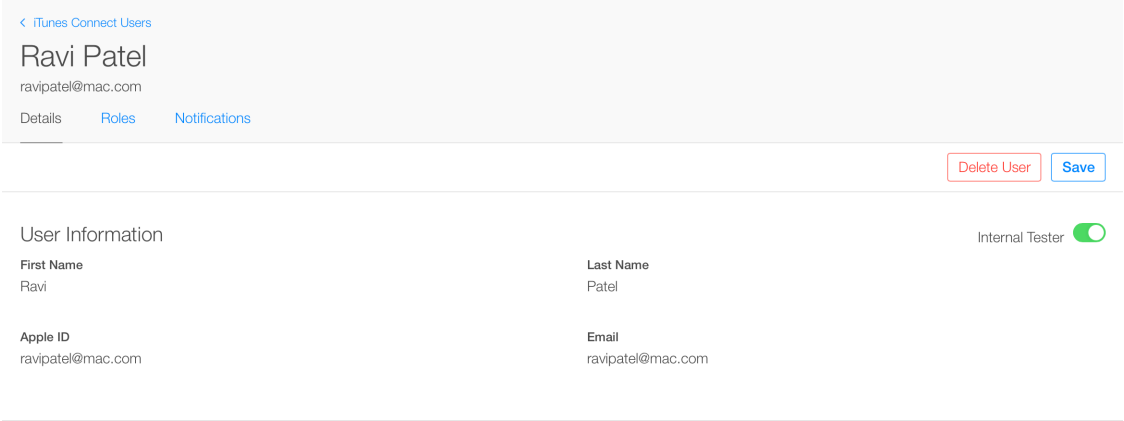
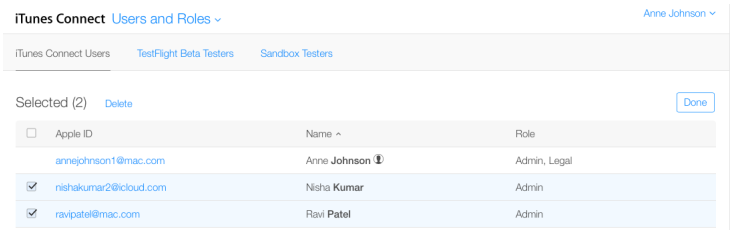
4. Set the Internal Tester switch to the On position (green), and click Save.

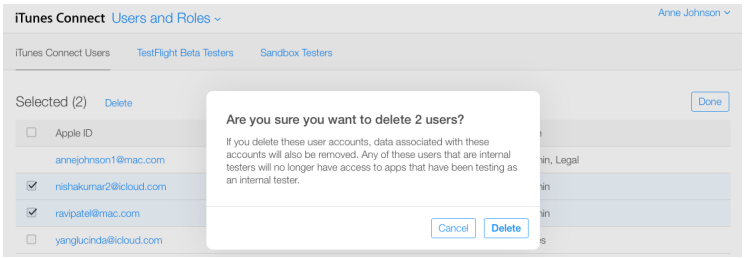


To delete iTunes Connect users

1. In the "Users and Roles" pane, click iTunes Connect Users, and click Edit.
2. Select the checkbox next to each user you want to delete, and click Delete.



3. Confirm the deletion in the dialog box, and click Delete.


iTunes Connect
Users and Roles
Anne Johnson
iTunes Connect Users
TestFlight Beta Testers
Sandbox Testers
Selected (2)
Delete
Done
Apple ID
annejohnson1@mac.com
nishakumar2@icloud.com
ravipatel@mac.com
yanglucinda@icloud.com
Are you sure you want to delete 2 users?
If you delete these user accounts, data associated with these accounts will also be removed. Any of these users that are internal testers will no longer have access to apps that have been testing as an internal tester.
Cancel
Delete

TestFlight Beta Testers

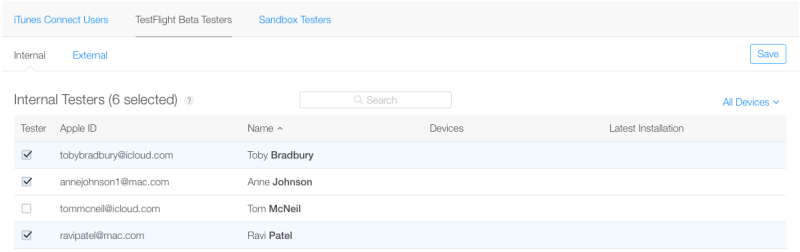
If you want to use TestFlight beta testing to test your prerelease builds, you can view and edit your testers from the TestFlight Beta Testers pane. You can see the names and email addresses of your testers along with the devices they have registered and the latest app and build they have installed for testing. You can also search your list of testers and filter by registered device type or group.

Viewing and Editing Internal Testers

In the Internal pane, you'll see a list of all Admin and Technical users added to your developer account. These users are eligible to be enabled as internal testers. Remember that you can enable only as many as 25 users at a time as internal testers.

To enable multiple internal testers

1. In the "Users and Roles" pane, click TestFlight Beta Testers and Internal.
2. Select the email addresses of the internal users you want to be internal testers.
3. Click Save.



Managing External Testers

In the External pane, you can view, add, edit or delete external testers.

To add an external tester

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. Click Add (+).
3. Enter the email, first name, and last name of each external tester.
4. To import a list of email addresses, click Import File.

   Choose a CSV file with the following format:

   ```
   first name, last name, email address
   ```

   For more information, download the testing import template.
5. Optionally, under the "Add to Groups" section, select the groups (or add a group) to add the user to.
6. Click Add.

Similarly, you can add an external tester to a specific app, as described in Adding and Inviting External Testers (page 56).

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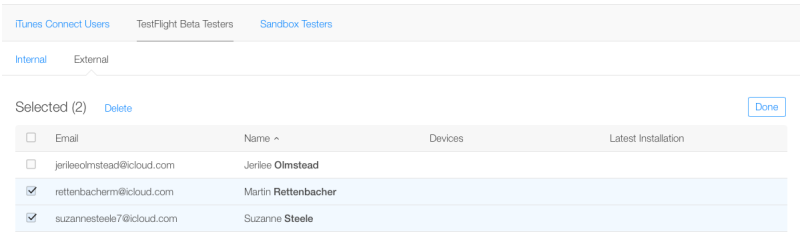
To change the name of an external tester

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. Select the email address of the user you want to edit.
3. Select User Details.
4. Enter the first and last name in the text fields.
5. Click Save.

To delete an external tester

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. Click Edit.
3. Select the user's email address that you want to delete.
4. Click Delete.



Organizing External Testers Into Groups

Creating groups helps you manage many external testers. To begin organizing external testers into groups, go to the "Users and Roles" page, click TestFlight Beta Testers, and click External. To apply an action to a specific group, select it from the All Groups pop-up menu before you click Edit; otherwise, the action applies to all groups.

Creating Groups

You can create groups in the External Testers area of iTunes Connect.

To create a new group of testers

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. Click Edit.
3. Select the email addresses that you want to add to the new group.
4. From the Group pop-up menu, select Create New Group.
5. In the dialog that appears, enter a name for the group and click Create.

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The Groups column displays the groups a tester belongs to. Click "…more" to see additional groups.

Editing Groups

There are several ways to edit a group after you create it.

To add or remove testers from existing groups

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. Click Edit.
3. Select the email addresses that you want to add or remove from an existing group.
4. From the Group pop-up menu, select Edit Group Membership.
5. In the dialog that appears, select or unselect the groups and click Save.

   The testers are added to the selected groups and removed from the unselected groups. If some of the testers, not all, are in a group, the checkbox displays a hyphen (–).

To change group names or delete groups

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. From the All Groups pop-up menu (next to Edit), choose Edit Groups.
3. In the dialog that appears, enter a name in the text field or click Delete (–) in the row of a group.

   You cannot change a tester's email address.
4. Click Save.

Deleting Testers in a Group

You can apply operations—such as delete—to all or select members in a group.

To remove testers from a group

1. In the "Users and Roles" pane, click TestFlight Beta Testers and External.
2. From the All Groups pop-up menu, choose the group you want to modify, and click Edit.
3. Select the email addresses that you want to delete.

   To delete all the testers in a group, click the checkbox in the header.
4. Click Delete above the table.
5. In the dialog that appears, click Delete.

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Sandbox Testers

If your app uses Apple technologies such as Game Center or In-App Purchase, you'll want to test how your app performs with those technologies before you make the app available to users. iTunes Connect provides an interface to define sandbox tester accounts for app testing. You'll need to configure the iTunes Connect record for your app, including configurations for the store technologies that the app uses. When you log in to a device using a sandbox tester account and run your app in development mode, the app can connect to the relevant Apple services.

Important: If you mistakenly use a sandbox tester account to log in to a production environment on your test device instead of your test environment, the sandbox account becomes invalid and can't be used again. If this happens, create a new sandbox tester account with a new email address.

Creating Sandbox Tester Accounts

Only iTunes Connect users with an Admin or Technical role can create sandbox testers.

Because you can't edit sandbox tester accounts after you create them, you'll want to be organized when creating them. Consider creating a spreadsheet with the relevant sandbox tester information you'll need for all of your testing. For example, you may want to name the sandbox tester email accounts to reflect the app being tested, its version number, and the language being tested. You'll want to correlate each language with a corresponding store territory.

App	Version	Language	Territory	Email	First Name	Last Name	Password	Secret Question	Secret Answer	Date of Birth
Adventure 2014	1.0.0	English-US	U.S.	adventure2014+en	Us	Adventure	A2014-100	What color is the flag?	Red, white, blue	1011999
Adventure 2014	1.0.0	Japanese	Japan	adventure2014+jp	Japan	Adventure	A2014-100	What color is the flag?	Red, white	1011999
Adventure 2014	1.0.0	Korean	Korea, Republic of	adventure2014+ko	Korea	Adventure	A2014-100	What color is the flag?	White, red, blue, black	1011999

These are the values that need to be provided for sandbox tester accounts:

- First name
- Last name
- Email address
- Password
- Secret question and answer
- Date of birth
- Store territory

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Because the email address used to create a sandbox tester account can't be associated with any existing Apple account, consider creating a dedicated email address for each sandbox tester.

If your email service provider supports email subaddressing with a plus character (+), use subaddresses of a standard address for each sandbox tester account. For example, if your base email is foo@example.com, use the foo+us@example.com, foo+uk@example.com, and foo+jp@example.com email addresses when creating sandbox tester accounts in iTunes Connect. All communications sent to the subaddresses are sent to the base address.

To create a new sandbox tester account

1. Sign in to iTunes Connect.
2. On the homepage, click Users and Roles.

3. On the Users and Roles page, click Sandbox Testers.

   If this option isn't displayed, your user account doesn't have an Admin or Technical role.
4. Click the plus sign to add a new sandbox tester.
5. Enter information for the sandbox tester, including store territory, and click Save.

Searching for Sandbox Tester Accounts

To search for a sandbox tester account

1. Sign in to iTunes Connect.
2. On the homepage, click Users and Roles.

3. On the Users and Roles page, click Sandbox Testers.

   If this option isn't displayed, your user account doesn't have an Admin or Technical role.
4. In the search box, enter text you want to match part of all of the name or email address of the sandbox tester whose account you want to find. As you type, the page lists the users whose email addresses or names match the text you entered.

Updating and Deleting Sandbox Tester Accounts

After they are created, sandbox tester accounts can't be modified. If you need to make a change, such as setting a new territory for testing, create a new sandbox tester using a new email address. Make sure to update your own records of sandbox tester information when you delete and replace a sandbox tester.

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To delete sandbox testers

1. Sign in to iTunes Connect.
2. On the homepage, click Users and Roles.

3. On the Users and Roles page, click Sandbox Testers.

   If this option isn't displayed, your user account doesn't have an Admin or Technical role.
4. Click Edit.
5. Check the checkbox next to each user you want to delete, and click Delete.
6. Confirm the deletion in the dialog box, and click Done.

> **Note:** Note that even if you delete a sandbox tester, the Apple ID no longer be used for either sandbox testers or iTunes Connect users.

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Viewing and Changing Your App's Metadata

After you create an iTunes Connect record for an app, the app appears in the My Apps section in iTunes Connect. You open the app record from here whenever you need to access the app information.

In addition to the metadata and configuration options you provide for the app, iTunes Connect organizes app platform information (from the app build) and customer experience information (from the store) in the app record. This chapter describes how you access the information and how and when you can update it. For information on updating the build for an app, see Replacing Your App with a New Version (page 128).

To manage existing apps, you must be signed in as a user with an Admin or Technical role.

Viewing App Information

You can view the app metadata as entered in iTunes Connect and as it will appear in the store for a given language. After you upload an app build, you can view the information iTunes Connect reads from the build, including the binary size.

Viewing an App

Only the team agent or users with Admin or Technical roles can view apps in iTunes Connect. If your user account doesn't have the appropriate access, you won't see the My Apps section on the iTunes Connect homepage. To be able to add an app, contact a user in your organization with an Admin role to give you access. Find a user with an Admin role as described in Viewing, Editing, and Deleting iTunes Connect Users (page 85).

To view the iTunes Connect record for an app

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click My Apps.

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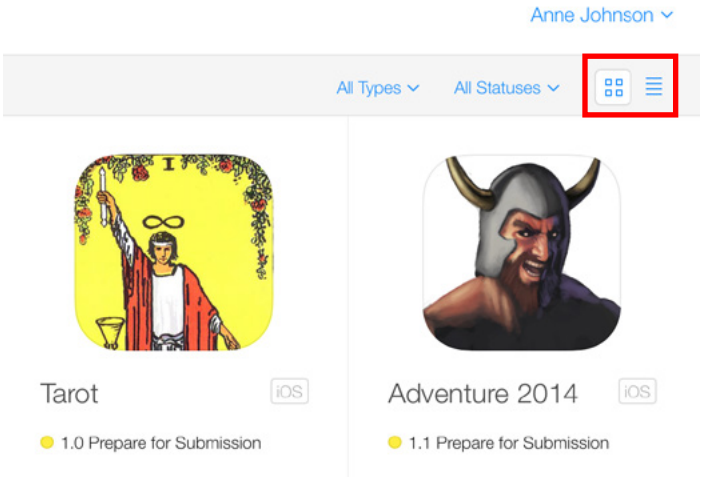
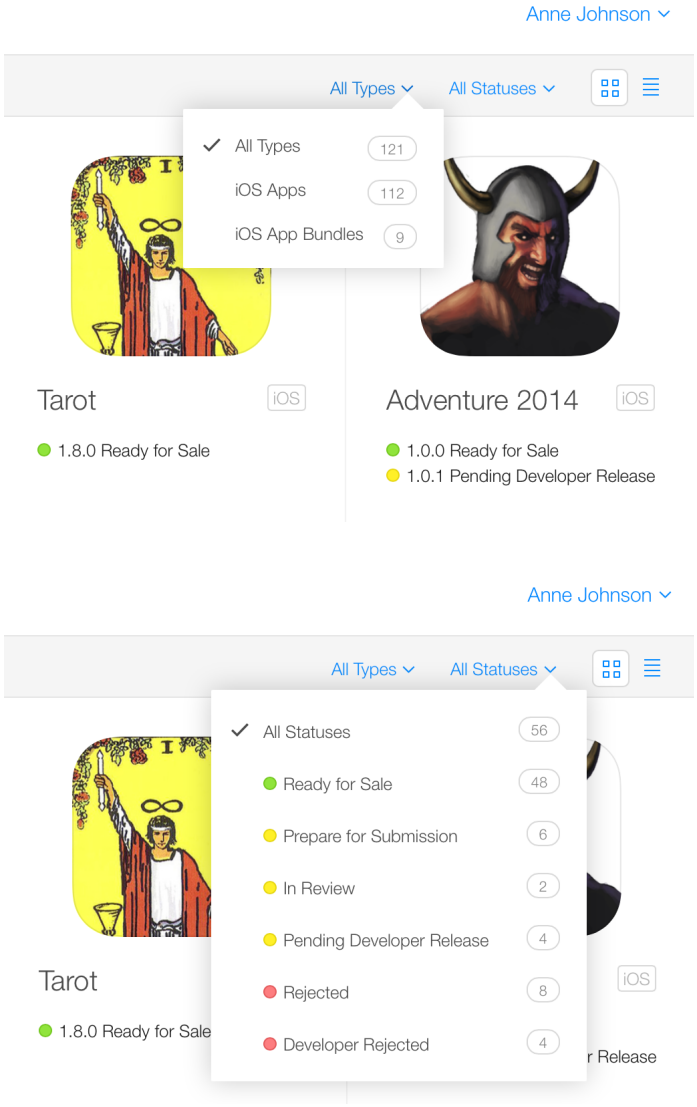
3. A list of all apps appears. Click on one of the icons at the top-right to choose whether to see the apps presented in a list or in a grid with large icons.



Select the app you're interested in. If you don't see the app you're looking for, find it by doing one of the following:

- Use the Search box as described in Searching for Apps (page 96).

- Use the Types and Statuses menus to narrow down the number of apps listed.



The App Details page shows both version-level and app-level information.

To open the information for a specific version, click the tab for that Version Number.

Versions shows the iTunes Connect metadata for the version in section, starting with the information that can be localized, followed by additional sections of version-specific configuration information.

Searching for Apps

If you don't see the app you are looking for on the My Apps page, you can search for the app using a variety of criteria.

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To search for an app

1. On the iTunes Connect homepage, click My Apps.
2. To filter the list by app type or status, use the pull-downs to the right of the Search box.
3. In the Search box, choose the criteria you want to use to search for an app. The view starts filtering the list of apps as soon as you start typing.
   - **Name.** Choose the search criteria and enter the name or a portion of the name.
   - **Apple ID.** Enter the Apple ID of the app. This value must match exactly to return an app.
   - **SKU.** Enter the SKU of the app.

   If no apps are listed, then the criteria you typed do not match any apps.

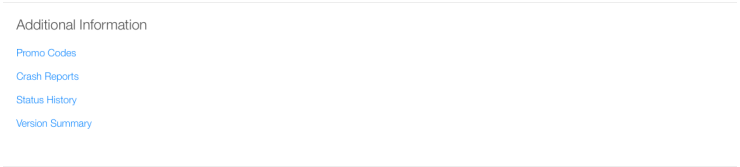
In the search results, clicking the name of an app opens the App Details page.

Viewing Version Details for Each Territory

Use the Version Summary to review the metadata for each store territory.

To open the Version Summary page

1. Click Version Summary at the bottom of the Versions pane, in the Additional Information section.



2. Review the app information as it would appear in the store for a given territory.

   Choose a territory from the Territory menu.

Viewing Build Details

After you upload the app build to iTunes Connect, iTunes Connect reads information from the build to present it properly in the store. You can view a summary of the build information on Prerelease on the App Details page. You can see build details by clicking the the build number.

To view build details

1. Click Prerelease for a summary of build information.The build information and identifiers are valuable when communicating with Apple support teams about your app.
2. Click the build number that you would like to view. The build details will be displayed on Build Details when you inspect the build number.

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From Prerelease, you can do the following.

- In Builds, see the list of build numbers you have uploaded and disable availability in TestFlight beta testing.
- In the Internal Testers pane, see the names of your internal testers along with the build number they are testing.
- In the External Testers pane, see the names of your external testers and the build number they are testing.
- Stop TestFlight beta testing by flipping the Available in TestFlight switch.

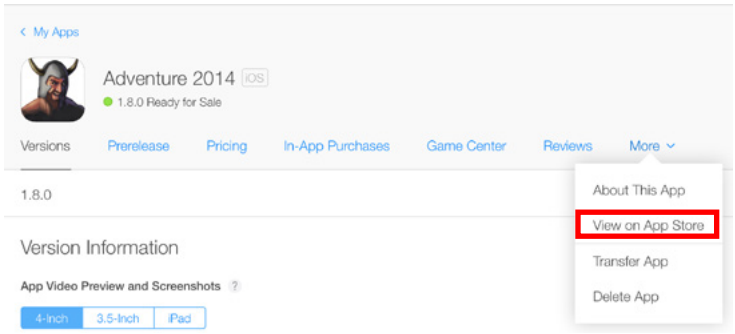
You can view further build details by clicking the build number on Prerelease. The build details shown vary based on whether the app is an iOS app or a Mac app.

Viewing an App in the Store

If your app includes a version that's Ready for Sale, you can open the store page for the app directly from iTunes Connect.

To view an app in the store

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On the More menu, click View on App Store.



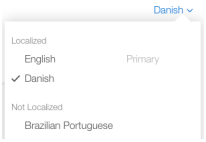
Changing Store Content While an App Is Live

You can change the following app metadata while an app's version has Ready for Sale status:

- Description
- What's New in This Version
- Support URL, marketing URL, privacy policy URL
- License Agreement (page 184)

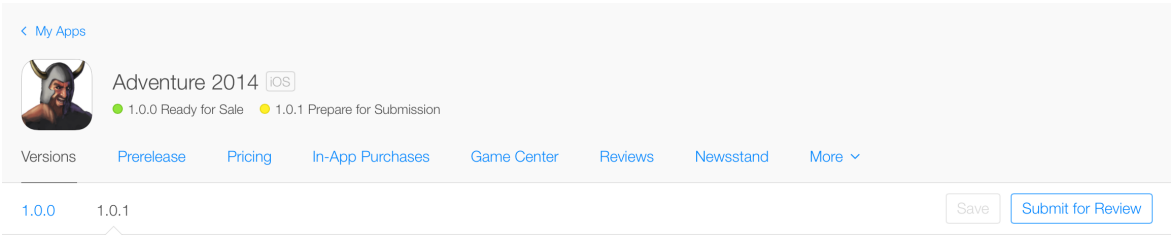
- Copyright
- Trade Representative Contact Information (page 185)
- Routing app coverage file

The editable metadata that appear in the Version Information section can be changed for both the primary language as well as additional languages in which your app is already localized. To edit metadata for localizations other than the primary, first select the language from the Language menu.



To edit the metadata for a Ready for Sale app

1. Make sure you have only one browser window or tab open with iTunes Connect.
2. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
3. On Versions, select the version of your app that has Ready for Sale status.



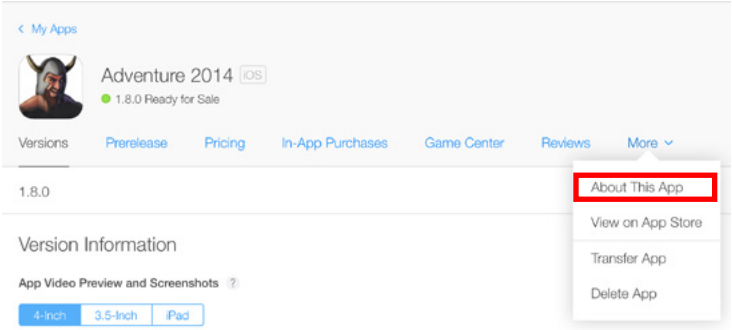
4. Edit the metadata you want to update in the store. Only properties you can change are editable in each section. Valid properties are specified in detail in iTunes Connect App Properties (page 172).
5. After you've made the changes you want, click Save.

You can also change the primary language:

To update the primary language of a live app

1. Select the More menu.

2. Select About This App.



3. Select a language from the list of languages for which the app has been localized.

In addition to store metadata, you can also change the territories in which the app is available and app pricing, as described in Scheduling Price Tier Changes (page 110). You can update and add additional In-App Purchase products for an app that is Ready for Sale, as described in Creating In-App Purchase Products in *In-App Purchase Configuration Guide for iTunes Connect*.

Changes you make to this information are posted immediately. Expect 24 hours for a full refresh of the changes on the store.

If you're changing other information that isn't listed as editable, you need to create a new app version and resubmit it. See Replacing Your App with a New Version (page 128).

If the app version doesn't have the Ready for Sale status, check to see whether the status allows any editing (see About App Statuses (page 101)). Refer to iTunes Connect App Properties (page 172) for which properties can be changed.

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Viewing and Changing Your App's Status and Availability

When your app is available on the store, its status is Ready for Sale, as shown by a green status indicator . Any other status means that your app is not live on the store. You may have deliberately removed the app from sale, such as if you're waiting to release the app to correspond to a marketing campaign. This chapter describes how to control when and in which store territories an app is available, and at what price.

If you haven't deliberately removed the app from sale, you should review the app status to understand why the app isn't on the store. This chapter describes the possible app statuses and how to resolve issues that prevent an app from being available on the store.

If you want to change the text or images used to display the app on the store, see Viewing and Changing Your App's Metadata (page 94) instead.

About App Statuses

Wherever app versions are listed in iTunes Connect, you'll see the version's status (such as Ready for Sale or Prepare for Submission) or a status indicator (such as , , or). The status tells you immediately whether your app needs attention:

- A red status indicator means that you need to perform some action before an app can be available on the store.
- A yellow status indicator means that some process is ongoing, controlled either by you or by Apple.
- A green status indicator means that the app is available in the store.

The version status text, described in Table 12-1 (page 102), helps you understand what may be preventing your app from being available on the store.

The descriptions of app version statuses in the table include whether you can edit the iTunes Connect metadata when the app version is in that status.

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Table 12-1 App version statuses

Status	Status name	Description	Editable
	Prepare for Submission	You've created an iTunes Connect record for the app, but you aren't ready to submit the app for review. It's likely that you're still configuring metadata, screenshots, app preview, pricing, In-App Purchase, Game Center, the iAd App Network settings, and so forth.	X
	Waiting For Review	You've submitted a new app or updated version and it's been received by Apple, but Apple hasn't started reviewing the app. While your app is waiting for review, you can: • Reject your build to remove it from the Apple review queue. See Removing a Build from Review (page 106). • Edit certain app information.	X
	In Review	Apple is reviewing your app. Because every app submitted is different, there's no set review time. You can remove your build from the review queue by rejecting the build. See Removing a Build from Review (page 106).	
	Pending Contract	Your app is reviewed and ready for sale but your contracts aren't yet in effect. Check the progress of your contracts in the Agreements, Tax & Banking section. See Viewing Contracts and Contract Status (page 139).	
	Waiting For Export Compliance	Your app is reviewed and ready for sale, but your CCATS file is in review with Export Compliance.	X
	Pending Developer Release	Your app version has been approved by Apple and is waiting on you to release it. Release the version to the store when you're ready. See Specifying When App Versions Are Released (page 132).	
	Processing for App Store	Your build is being processed and will be ready for sale within 24 hours.	

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Status	Status name	Description	Editable
	Pending Apple Release	Apple is holding your app version until the corresponding Apple iOS or OS version is released to the public. If you think an app should be released on existing iOS or OS versions, review the deployment target set in your app build. If you rebuild your app build with a different deployment target, reject the build for this version and submit the new version.	
	Ready for Sale	Apple has approved the app version and posted it to the store. Changes available in this status are: • Remove the app from the store. See Removing an App from Sale (page 107). • Update the app with a new version. See Replacing Your App with a New Version (page 128).	
	Rejected	Apple rejected the build. iTunes Connect users with an Admin or Technical role are notified with what caused the rejection. See Viewing Resolution Center Communications (page 105).	X
	Metadata Rejected	Metadata items other than your build haven't passed review. See Viewing Resolution Center Communications (page 105). To resolve the issue, edit the metadata in iTunes Connect. When you've resolved the issue, submit the app for review again.	X
	Removed From Sale	Your app has been removed from the store. If your app is at risk of being removed from the store, Apple will contact you to try to resolve the issues before removing your app.	
	Developer Rejected	You've rejected the build from the review process, removing it from the review queue. When you're ready, resubmit your build or submit a new build. See Removing a Build from Review (page 106).	X

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Status	Status name	Description	Editable
🔴	Developer Removed From Sale	You've removed the app from the store. See Removing an App from Sale (page 107).	
🔴	Invalid Binary	Apple received your build, but it didn't meet all the upload requirements. Resolve any issues in the build. On Versions, remove the build, select a new one, and save.	X

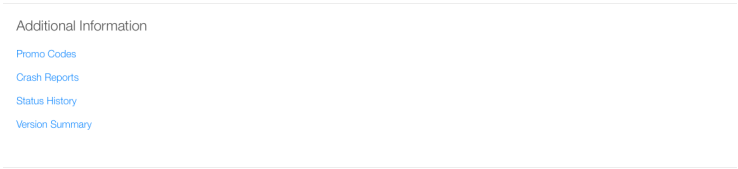
iTunes Connect provides tools to help you track and manage the status of your app, including a history of status changes, an interactive Resolution Center page for resolving submission issues, and email notifications sent when app status changes occur.

Viewing Status History

The status history lists the state changes for a version of an app, the time the change occurred, and the originator of the change. Use this information to track your app through the review process.

To open the status history for an app version

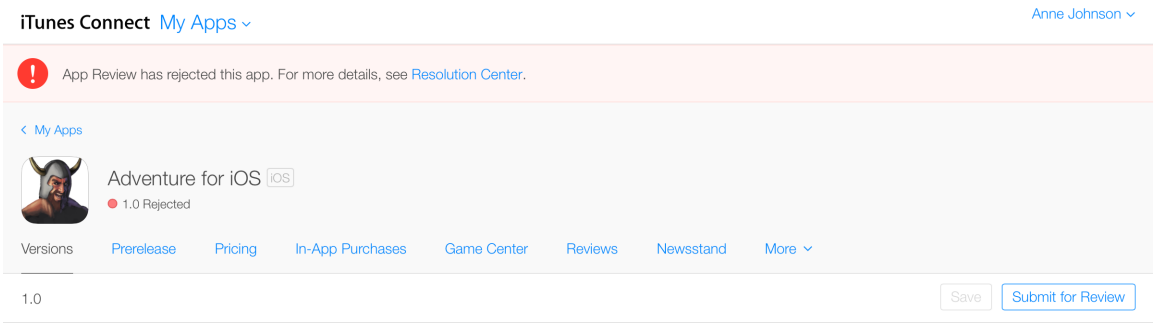
1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. At the bottom of the Versions pane, in the Additional Information section, click Status History.



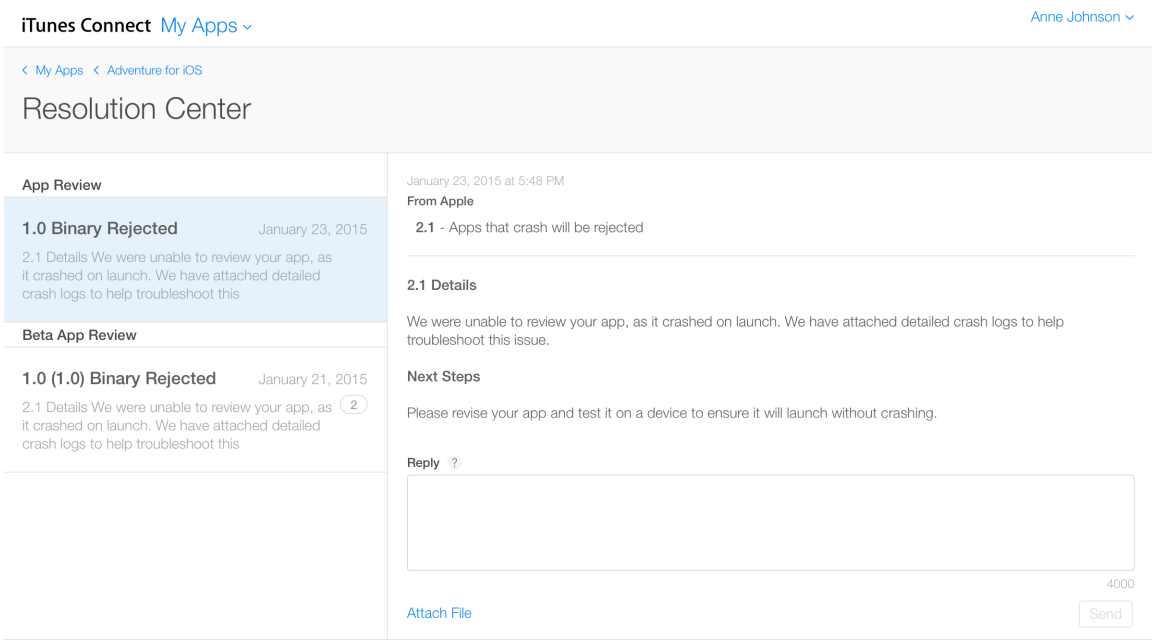
Viewing Resolution Center Communications

If your app doesn't pass review and is rejected, you receive a communication from Apple regarding the reason for the rejection. This information is available in iTunes Connect from the App Details page.

Click the Resolution Center link at the top of the App Details page.



iTunes Connect displays information about an app rejection, including any specific App Review Guidelines that caused the app to be rejected. You can also view communications about your submission to Beta App Review on this page. The communications are listed in the left column, grouped by thread and with App Review communications appearing before Beta App Review communications. Select a communication to display the details on the right. You can ask questions or respond to the review information in the detail area.


iTunes Connect My Apps
Anne Johnson
My Apps
Adventure for iOS
Resolution Center
App Review
1.0 Binary Rejected
January 23, 2015
2.1 Details We were unable to review your app, as it crashed on launch. We have attached detailed crash logs to help troubleshoot this
Beta App Review
1.0 (1.0) Binary Rejected
January 21, 2015
2.1 Details We were unable to review your app, as it crashed on launch. We have attached detailed crash logs to help troubleshoot this
2
January 23, 2015 at 5:48 PM
From Apple
2.1 - Apps that crash will be rejected
2.1 Details
We were unable to review your app, as it crashed on launch. We have attached detailed crash logs to help troubleshoot this issue.
Next Steps
Please revise your app and test it on a device to ensure it will launch without crashing.
Reply
4000
Attach File
Send

You can correspond with Apple using this page until you resubmit the build for review. You can also send attachments, such as screenshots and supporting documents. If your app has been rejected because of a metadata issue, you can resolve the metadata issues and resubmit the same build for review.

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Receiving App Status Notifications

An iTunes Connect user account can be configured so that the user receives email notifications when an app version changes status. See Viewing, Editing, and Deleting iTunes Connect Users (page 85). When configuring notifications, select App Status for the appropriate store territories or for worldwide.

Any users can configure their own notification status; they don't need a user with an Admin role make the change for them.

Changing an App's Status

Most status changes happen automatically in response to changes you make in iTunes Connect or changes made by Apple. However, in the following cases you set the app status directly:

When you're ready to upload your app build. When you first create an iTunes Connect record for the app, the app status is Prepare For Submission. When you've entered all the required configuration and metadata and selected a build, clicking Submit for Review changes the status of the app version to Waiting for Review. See Submitting the App for App Review (page 66) for more detail.

After you've submitted the build but before Apple has reviewed it. If you find an issue in your build that you want to fix while the status is Waiting for Review or In Review, you can remove your app from Apple's review queue by removing the build from review. You can later resubmit the build with the same version information. If you wait until after Apple has reviewed the build before you remove it, you'll need to create a new version in iTunes Connect to submit the updated build. See Removing a Build from Review (page 106).

Removing an app from being viewed on the App Store or Mac App Store. Whether for marketing reasons or because you find an issue with a version of an app that's on the store, you can remove an app from the store. You can replace the app on the store without requiring the app to be reviewed again. See Removing an App from Sale (page 107).

Removing a Build from Review

Removing a build removes your app version from Apple's review queue and changes its status to Developer Rejected. When you resubmit your app, the review process starts over from the beginning.

You can remove the build you've submitted if its status is any of the following:

- Waiting For Export Compliance
- Waiting For Review
- In Review

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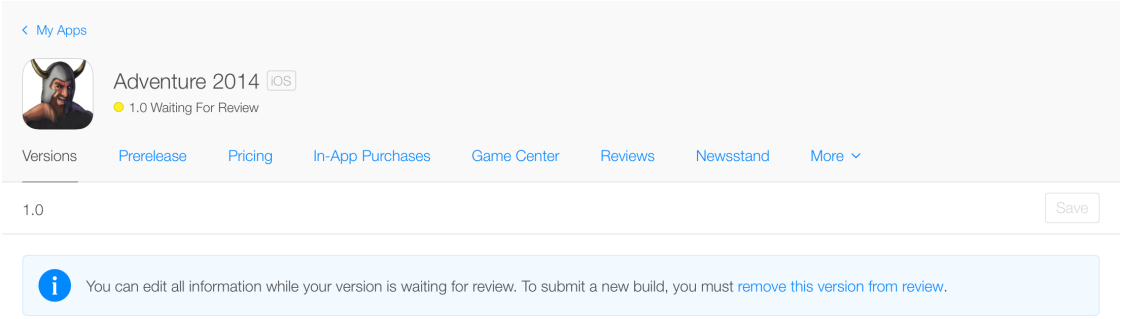
- Pending Developer Release
- Pending Apple Release

To remove your build from review

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On Versions, above the app's metadata, this message appears: "You can only edit all information while your version is waiting for review. To submit a new build, you must remove this version from review." Click "remove this version from review."



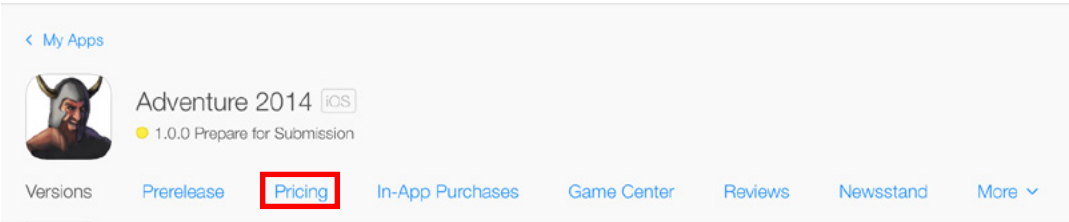
Removing an App from Sale

Removing an app from the store removes all versions of the app from sale. Users with previous versions of the app can't update the app.

Important: Your app's availability date ultimately determines whether your app is live on the store. If the availability date is set to a date in the future, even if your app status is Ready for Sale, the app version won't be live in the store.

To remove your app from sale on the store

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Pricing.



3. Open the list of store territories.

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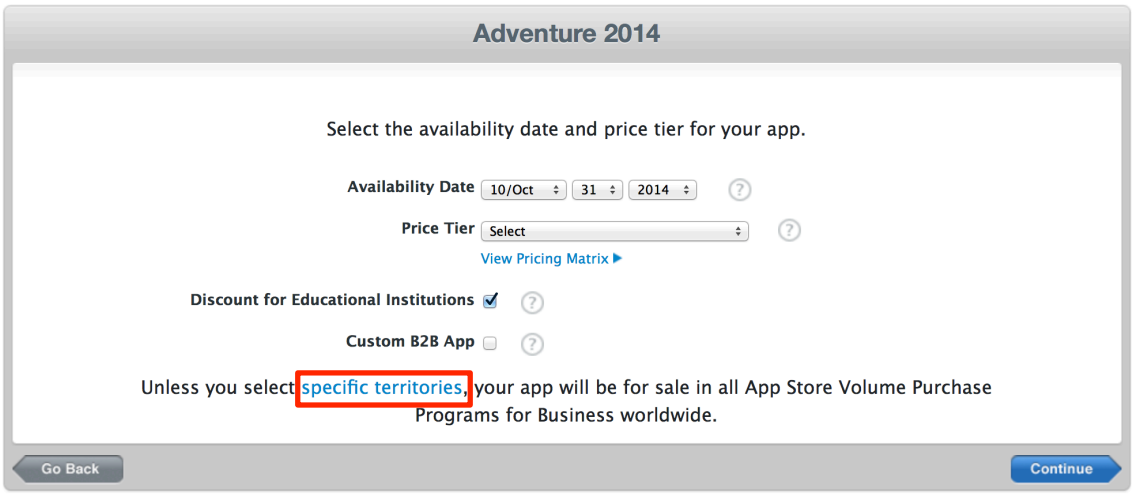
- If the app is only available in some territories, the list of territories is displayed.
- If the app is available in all territories, open the list of territories by clicking the "specific territories" link.



4. Click Deselect All.
5. Click Save.

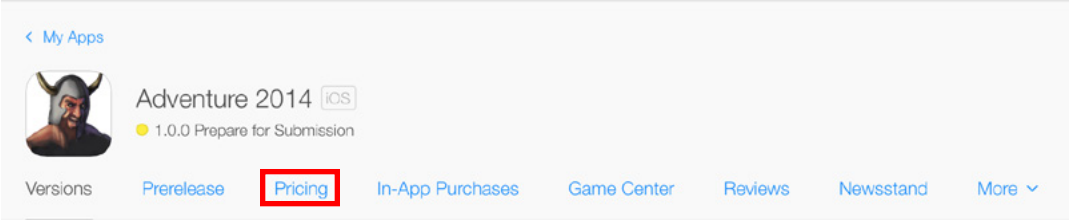
   The status changes to Developer Removed From Sale. Within 24 hours, your app won't be seen on the store.

To sell an app you previously removed from sale, you must put it back on sale in the territories you want it to be sold in.

> **Note:** If you remove a version from sale and then add a new version, the new version will remain Removed from Sale as well, even after it is approved by App Review. To release the new version, you need to clear the app for sale again.

To put your app back on sale

1. On your App Details page, click Pricing.



2. Open the list of store territories.

3. Select the territories you want the app to sell in.

   Click Select All, or select individual territories where you want to sell your app.

4. Click Save.

The app status changes from Developer Removed from Sale to Ready for Sale. Your app reappears in the store within 24 hours.

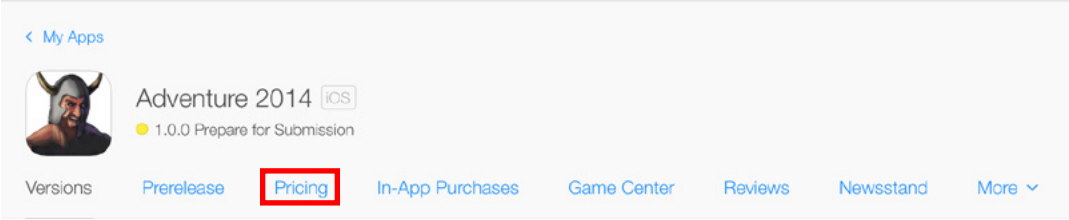
Changing the Territories Rights Information

While the version has the Ready for Sale status, you can change where an app version is available. You can prepare for the app to be available in additional territories by configuring additional language support before you make the app available in the territories that use those languages.

After you change an app's territory rights, it may take up to 24 hours to refresh your app's availability in stores in all territories.

To change the territories in which an app is available

1. On your App Details page, click Pricing.



2. Open the list of store territories.
   - If the app is only available in some territories, the list of territories is displayed.
   - If the app is available in all territories, open the list of territories by clicking the "specific territories" link.
3. Select the territories you want the app to sell in.

   Click Select All, or select individual territories where you want to sell your app.

4. Click Save.

   The store in the new or changed territories updates within 24 hours.

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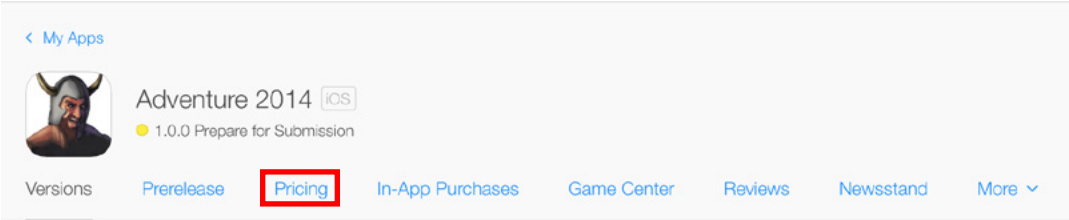
Changing an App's Availability Date

You can change your app's availability at any time, removing it from sale or replacing it in the store. If you move your app's availability to a time in the future, your app is removed from the store until the new date. It may take up to 24 hours to refresh your app's availability in stores in all territories.

Before an app is approved, you may want to set the app's availability date to an arbitrary date in the future. When the app is approved by Apple, you can decide more precisely when you want the app to appear on the store.

To change when an app becomes available on the store

1. On your App Details page, click Pricing.



2. Choose a new date from the Availability Date pop-up menus.
3. Click Save.

Scheduling Price Tier Changes

If you have a Paid Applications contract in effect, iTunes Connect allows you to schedule price tier changes for your apps over time. Scheduling is useful for sales and other temporary pricing changes that have a definite beginning and end date, as well as permanent pricing changes that have no end. For example, you might offer a promotional price for a month and then return to the regular price.

> **Note:** You can also set pricing changes to your In-App Purchases in the same way that you can set pricing for your apps. You set pricing changes while editing your In-App Purchases. For more information on editing In-App Purchases, read Changing Product Pricing in *In-App Purchase Configuration Guide for iTunes Connect*.

To schedule price tier changes, you must have already submitted the app, because the options for price scheduling appear only when you're editing an already submitted app. For each price tier, you can set an effective date (the date when the new tier takes effect on the store) and an end date (the date when the tier is no longer in effect and returns to the previously set price tier).

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Feel free to set up as many price tier changes as you want. For each price tier change, your app changes prices on the effective date you provided and no interval can begin more than a year in the future. You'll find your price tier schedule displayed on the Pricing section for your app.

A price tier schedule lists the Effective Date and End Date for each Price Tier.

Price Tier Schedule

Price Tier	Price Effective Date	Price End Date
Free	Existing	08/01/2013
Tier 1	08/01/2013	10/01/2013
Tier 2	10/01/2013	01/01/2014
Tier 3	01/01/2014	None

In the above example, the app was free at one time. Then at the beginning of the day on August 1, 2013, the price went up to tier 1. The price went up to tier 2 at the beginning of the day on October 1, 2013 and rose again to tier 3 at the beginning of the day on January 1, 2014. Unless further price tier changes are scheduled, the price remains at tier 3 indefinitely.

By default, the start date for pricing is Existing (meaning the price currently in effect) and the end date is None (meaning the price remains the same indefinitely). To change the pricing, you add intervals. The effective and end dates are as follows:

- **Existing.** When your effective price tier date is shown as Existing, the tier is currently in effect.
- **None.** When your end price tier date is shown as None, the price tier doesn't end on a certain date but remains in effect until you make a change.
- **Now.** When you set your price tier effective date to be Now, the date that your price change takes effect is today.

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Transferring and Deleting Apps

You move apps out of your organization's catalog of apps by transferring an app to another organization or by deleting the app. You want to transfer an app when you've sold the app to another developer or you want to move it to another iTunes Connect organization. You want to delete an app when you're ready to retire an app and there's no chance you will want to offer it for sale or download in the future or to reuse the app name.

You can transfer the ownership of an app to another developer without removing the app from the store. The app retains its reviews and ratings during and after the transfer, and users continue to have access to future updates. There's no limit to the number of apps you can transfer, but each app needs to be transferred individually.

All transfers and deletions are performed by the team agent. To learn more about a team agent's function, see What Is a Team Agent? (page 82).

Criteria for Transferring an App

Before you transfer an app to another developer, ensure you've met the following criteria:

- Make sure your accounts aren't in a pending or changing state.

  For example, make sure your account or your recipient's account have agreed to any contract amendments that wait for approval and that any iAd App Network-related account information is up to date. See Viewing Contracts and Contract Status (page 139).

- Make sure the app uses only technology and content that can be transferred.
  - No version of the app can use an iCloud entitlement.
  - No version of the app can use a Passbook entitlement.
  - The app can't offer (or have previously offered) In-App Purchase subscriptions: auto-renewable, free, or non-renewing.
- Make sure the app and any In-App Purchase products it offers have a status that supports transfers.

  The app status can be one of the following, assuming that there is at least one approved version of the app:

  Ready for Sale

  Prepare for Submission

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- Developer Removed From Sale
- Invalid Binary
- Developer Rejected
- Rejected

In-App Purchase products can have one of the following statuses:

- Approved
- Ready to Submit
- Developer Removed From Sale
- Rejected

- Make sure that In-App Purchase product IDs on the app aren't the same product IDs on any apps in the recipient's account.
- Make sure to turn off TestFlight beta testing for all prerelease versions of your app.

Transferring an App

You'll need the team agent for the receiving organization to provide the team agent's Apple ID and Team ID. Recipients can find their Team ID in Member Center.

The team agent is the only one who can transfer an app.

To initiate an app transfer

1. Make a record of app information you want to have after the transfer.

   Because you won't be able to view the app information after the transfer, make a catalog report (see Requesting Catalog Reports (page 154)), note dates the app was available on the store (see Viewing Status History (page 104)), and save sales and download information (see Viewing Sales and Trends (page 135)).

2. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).

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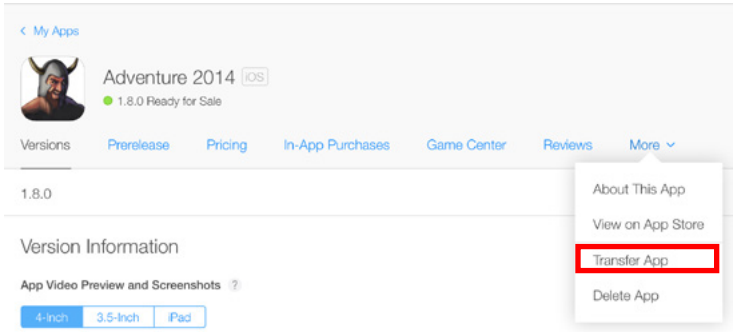
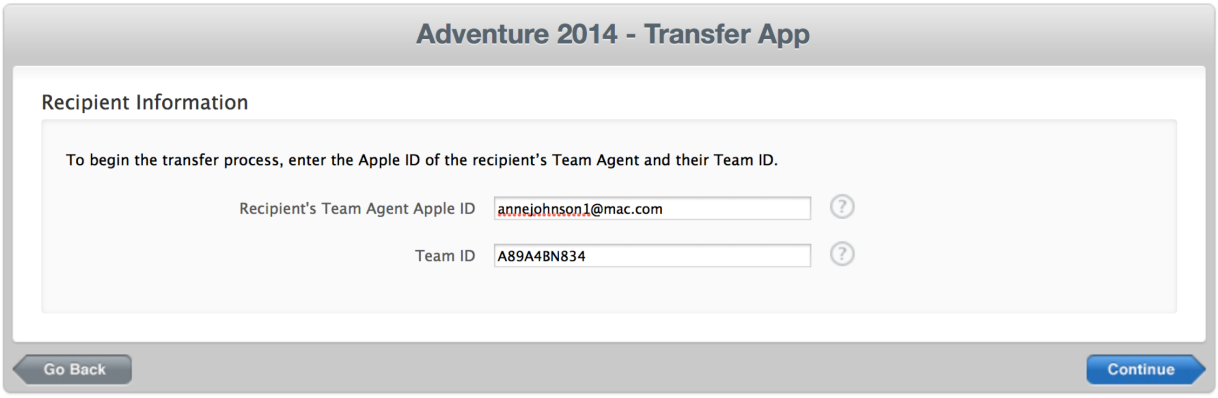
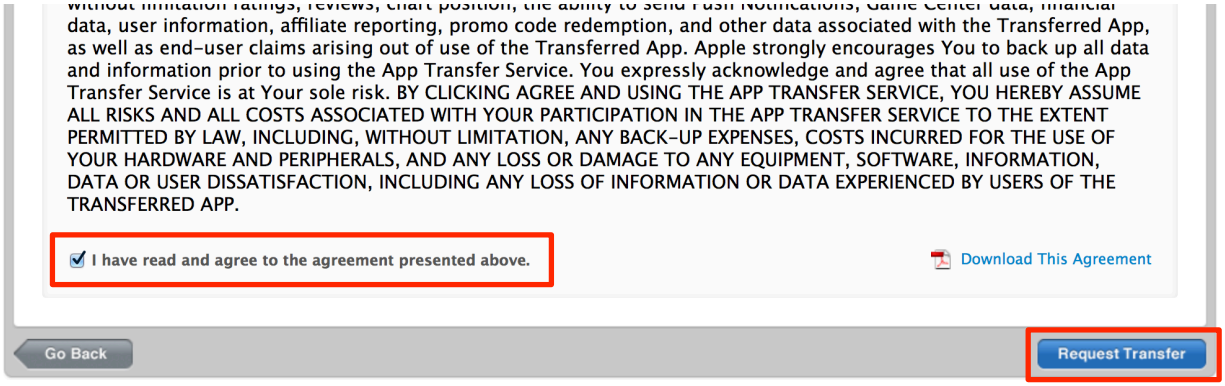
3. Click the More menu and select Transfer App.



4. Make sure the app meets the criteria for transferring.
   - If all criteria have been met, click Done.
   - If all criteria haven't been met, resolve those that are outstanding.
5. Enter the recipient's Team Agent Apple ID and Team ID, and click Continue.


Adventure 2014 - Transfer App
Recipient Information
To begin the transfer process, enter the Apple ID of the recipient's Team Agent and their Team ID.
Recipient's Team Agent Apple ID
annejohnson1@mac.com
Team ID
A89A4BN834
Go Back
Continue

6. Verify the transfer information and contract terms.
7. Read the contract terms, select "I have read and agree to the agreement presented above," and click Request Transfer.


data, user information, affiliate reporting, promo code redemption, and other data associated with the Transferred App, as well as end-user claims arising out of use of the Transferred App. Apple strongly encourages You to back up all data and information prior to using the App Transfer Service. You expressly acknowledge and agree that all use of the App Transfer Service is at Your sole risk. BY CLICKING AGREE AND USING THE APP TRANSFER SERVICE, YOU HEREBY ASSUME ALL RISKS AND ALL COSTS ASSOCIATED WITH YOUR PARTICIPATION IN THE APP TRANSFER SERVICE TO THE EXTENT PERMITTED BY LAW, INCLUDING, WITHOUT LIMITATION, ANY BACK-UP EXPENSES, COSTS INCURRED FOR THE USE OF YOUR HARDWARE AND PERIPHERALS, AND ANY LOSS OR DAMAGE TO ANY EQUIPMENT, SOFTWARE, INFORMATION, DATA OR USER DISSATISFACTION, INCLUDING ANY LOSS OF INFORMATION OR DATA EXPERIENCED BY USERS OF THE TRANSFERRED APP.
I have read and agree to the agreement presented above.
Download This Agreement
Go Back
Request Transfer

8. Click Done to return to the App Details page.

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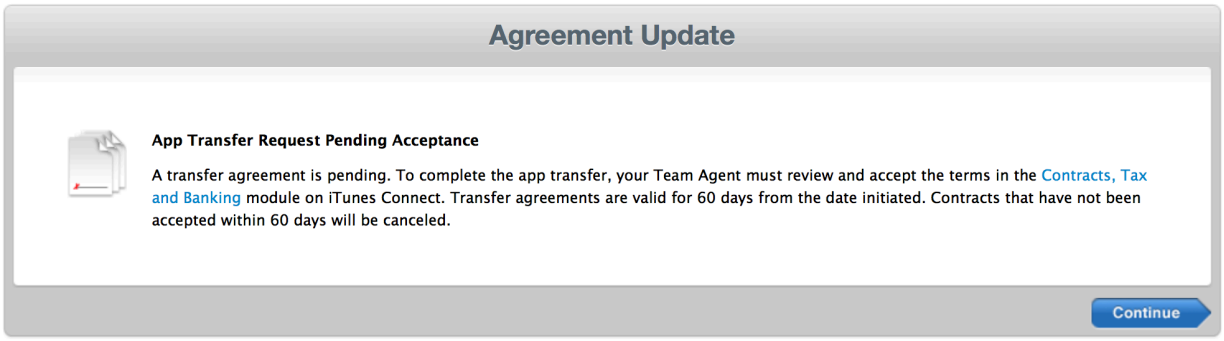
Once the transfer has been initiated and is awaiting acceptance by the recipient, the app stays in its previous status, with the Pending App Transfer status added. You can change the price of the app during this time.

The transfer must be accepted by the recipient organization's Team Agent within 60 days.

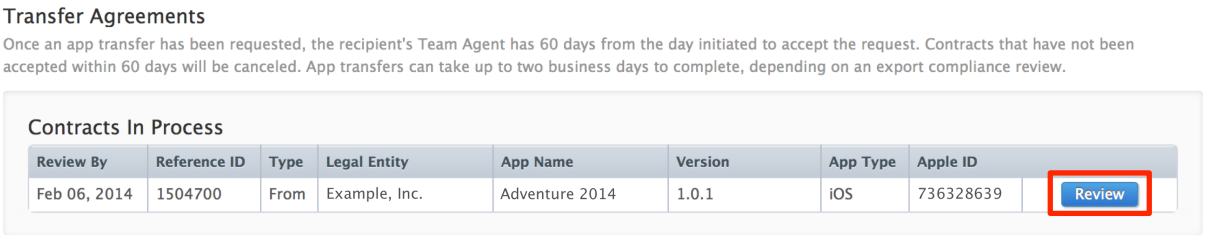
To accept an app transfer

1. Sign in to iTunes Connect.

   A notice appears indicating that an app is ready to be transferred.


Agreement Update
App Transfer Request Pending Acceptance
A transfer agreement is pending. To complete the app transfer, your Team Agent must review and accept the terms in the Contracts, Tax and Banking module on iTunes Connect. Transfer agreements are valid for 60 days from the date initiated. Contracts that have not been accepted within 60 days will be canceled.
Continue

2. Click Agreements, Tax and Banking.
3. In the Transfer Agreements section, locate the app being transferred in the Contracts In Process subsection and click Review.


Transfer Agreements
Once an app transfer has been requested, the recipient's Team Agent has 60 days from the day initiated to accept the request. Contracts that have not been accepted within 60 days will be canceled. App transfers can take up to two business days to complete, depending on an export compliance review.
Contracts In Process
Review By
Reference ID
Type
Legal Entity
App Name
Version
App Type
Apple ID
Feb 06, 2014
1504700
From
Example, Inc.
Adventure 2014
1.0.1
iOS
736328639
Review

4. Enter the new metadata and review it.
   - Support URL
   - Atom feed URL (required if the app previously had an atom feed URL entered)
   - Marketing URL (required if the app previously had a marketing URL entered)
   - Privacy policy URL (required if the app previously had a privacy policy URL entered)
   - CCATS (a new CCATS form is required for apps that use export compliance)
   - App Review contact information
   - App Store contact information
5. Read the contract terms, and select "I have read and agree to the agreement presented above," and click Accept.

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It can take up to two business days for the app transfer to complete, during which the app status is listed as Processing App Transfer. While the app is in the transfer state, the following actions apply:

- All app metadata, rights, and pricing are locked down on the transferor side and no In-App Purchase edits can be made.
- Any open communications on the Resolution Center page are closed out.
- If the app is part of a Game Center group, no changes can be made to the group on the recipient side.

After the transfer is complete, the app is now owned by the app transfer recipient. It no longer appears in the the transferor's iTunes Connect account.

Important: The exchange of the actual code set and build assets takes place directly between the transferor and recipient. App IDs are transferred automatically in Member Center. To maintain a great user experience, inform the recipient about any capabilities added to the app, such as keychain sharing or push notifications, so that the recipient maintains these capabilities in future updates. Keychain sharing continues to work until the app is updated, after which point, prior keychain data cannot be accessed. If the keychain group is defined in the Xcode project, it must be replaced with a keychain group created by the recipient (that includes the recipient's Team ID) for the app to continue using keychain sharing.

What Happens During and After an App Transfer

After an app is transferred, its associated App ID is also transferred to the recipient's Member Center account. If the transferor's App ID was a wildcard App ID, it's converted to an explicit App ID that exactly matches the app's bundle ID. Associated client SSL certificates for push notifications aren't transferred. If the app uses Apple Push Notifications service (APNs), the recipient needs to create a client SSL certificate using Member Center to reenable it.

For games, several actions take place depending on whether the app was associated with any other apps. Apps that are part of a cross-app Multiplayer Compatibility Matrix are no longer compatible or appear in the other app's matrix.

Apps that are part of a Game Center group are removed from the group during the transfer. After the transfer, all leaderboards and achievements revert back to their original status. Leaderboards that were originally a group leaderboard retain the `grp.` prefix in their identifier.

Leaderboards that were originally single leaderboards but were merged into a group lose the `grp.` prefix. They also revert back to the original leaderboard IDs they had before the merge. Make sure you update the app build with the new leaderboard IDs so that scores are posted correctly.

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If you transfer an app that is part of an app bundle, you will no longer be able to view your app bundle's history. It is important to make a record of your app bundle information before you transfer the app, as you will no longer be able to access the bundle within iTunes Connect.

If you transfer an app that uses ApplePay, the merchant ID is not transferred along with the app. Transactions continue to be successful as long as the original certificates are valid. However, when you submit an update, the recipient needs to create a new merchant ID on his or her account.

Deleting an App

If you've created an app in iTunes Connect that you no longer need to manage, you can delete it from iTunes Connect.

Apps can't be deleted if they are part of a Game Center group, in an app bundle, or currently displayed on a store. You'll want to remove the app from sale or from the group if you want to delete it. See Removing an App from Sale (page 107) or Removing an App from a Group in *Game Center Configuration Guide for iTunes Connect*. Apps that have not been approved yet can't be deleted; instead, reject the app. See Removing a Build from Review (page 106).

> **Important:** If you delete your app, you can't restore it. The SKU or app name can't be reused in the same organization. If you've uploaded a build or set up this app for the iAd App Network, your bundle ID can't be reused.

To delete an app from the store and iTunes Connect

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Make sure that the app status allows deletion.

   You can delete your app if there is at least one approved version of the app and the latest version status is one of the following:

   - Prepare for Submission
   - Invalid Binary
   - Developer Rejected
   - Rejected
   - Metadata Rejected
   - Developer Removed From Sale

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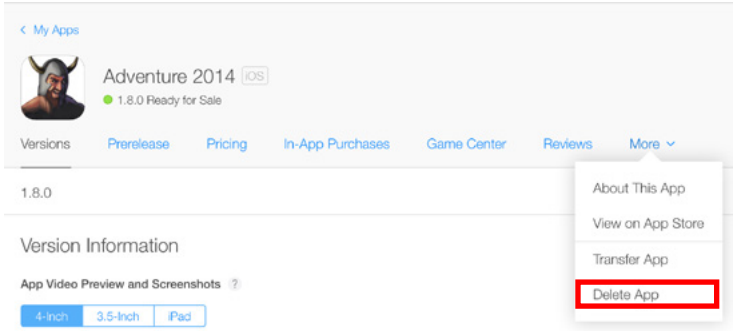
Removed from Sale

If your app has a different status, you can delete the app by first rejecting the build or by removing the app from sale. See Viewing and Changing Your App's Status and Availability (page 101).

3. Click the More menu and select Delete App.



If the Delete App button isn't displayed, check that you're the team agent and that the app is in one of the statuses that allow the app to be deleted.

4. In the confirmation dialog that appears, Click Delete.

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Improving Your Customers' Experience

After your app is available on the store, use iTunes Connect to understand and improve your customers' experience with your app. For example:

- **View customers' crash reports.** Nothing is more likely to invoke the ire of users than to have an app crash, so you want to fix the underlying bugs for the crash as soon as possible.
- **View customers' feedback.** It's easy to see customers' feedback in iTunes Connect. Take time to evaluate all negative feedback so that you can provide users with an improved app experience. Use positive feedback to help you improve how you present your app on the store.
- **Monitor Game Center for fraudulent activity.** If you notice that players are able to generate fraudulent scores, you want to block those players to improve the customer experience for others.

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Important: Apple also provides a service for iOS apps that collects and aggregates user crash logs into crash reports that you download directly in Xcode. This service is provided for iOS apps distributed using TestFlight and the App Store. To view these crash reports in the Crashes organizer, read Analyzing Crash Reports in *App Distribution Guide*.

Viewing Crash Reports

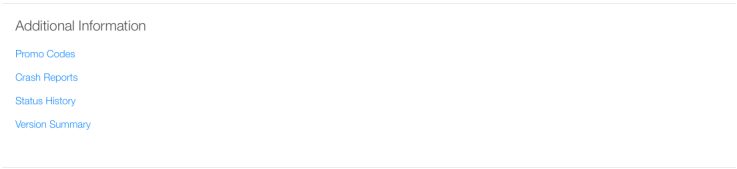
iTunes Connect collects crash reports for the most frequent crashes that your customers are encountering in the most recently approved version of an app.

Adventure ... 1.0.0 Crash Reports (Feb 23, 2013)
Refresh
iOS 5.0
iOS 4.3
iOS 4.2.6
Crashes and Freezes
These are the most frequent crashes for the current version of your application since it became available in the App Store.
Most Frequent Crashes
1. Medal_iphone_NA: PopupHandle_DisplayQuestsPageList + 630
55% of submitted crashes
Download Report
2. Medal_iphone_NA: 0x65a92
22% of submitted crashes
Download Report
3. Medal_iphone_NA: LoadCb + 178
7% of submitted crashes
Download Report
4. Medal_iphone_OriginResult + 69
2% of submitted crashes
Download Report
5. Medal_iphone_IsActionInActiveQuest + 66
2% of submitted crashes
Download Report
6. CoreFoundation: -[KeyDictionary objectTicker:]
2% of submitted crashes
Download Report

Crash reports are available for apps that have been on the store for a long enough period of time to generate crash logs or if Apple has received significant crash information from users.

To view and download crash reports for an app

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On Versions, scroll down to the Additional Information section and click Crash Reports.



   The link is available only if iTunes Connect has crash logs available for this version of the app.
3. Click Download Report in the row of the crash type you want to download.

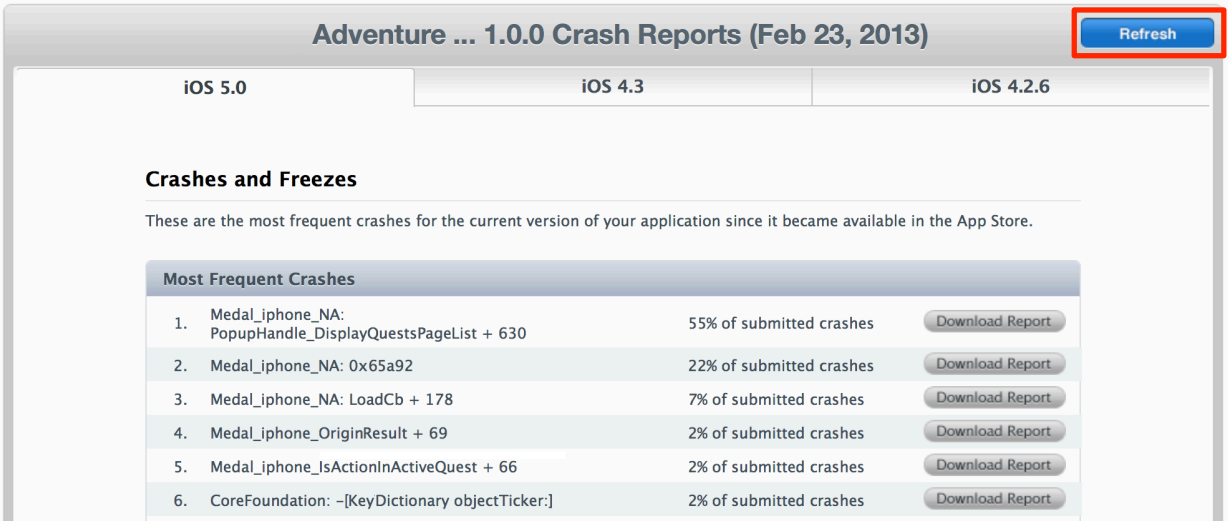
iTunes Connect downloads one or more `.crash` files that can be analyzed in Xcode. To import crash reports in Xcode, read Analyzing Crash Reports in *App Distribution Guide*.

Tabs on the page appear for each OS release on which users are running the app and for which there are crash reports available. You may also see tabs for unreleased versions of iOS or OS X, at Apple's discretion.

In each pane, iTunes Connect displays crash reports accumulated since the last time the list was refreshed. The collection start time is displayed at the top of the page. Before you refresh the page, save the reports you need.

Important: When the Crash Report page is refreshed, the previous reports are cleared. If you want to keep report details, make sure you download the reports.

To clear the Crash Reports, click Refresh.


Adventure ... 1.0.0 Crash Reports (Feb 23, 2013)
Refresh
iOS 5.0
iOS 4.3
iOS 4.2.6
Crashes and Freezes
These are the most frequent crashes for the current version of your application since it became available in the App Store.
Most Frequent Crashes
1. Medal_iphone_NA: PopupHandle_DisplayQuestsPageList + 630
55% of submitted crashes
Download Report
2. Medal_iphone_NA: 0x65a92
22% of submitted crashes
Download Report
3. Medal_iphone_NA: LoadCb + 178
7% of submitted crashes
Download Report
4. Medal_iphone_OriginResult + 69
2% of submitted crashes
Download Report
5. Medal_iphone_IsActionInActiveQuest + 66
2% of submitted crashes
Download Report
6. CoreFoundation: -[KeyDictionary objectTicker:]
2% of submitted crashes
Download Report

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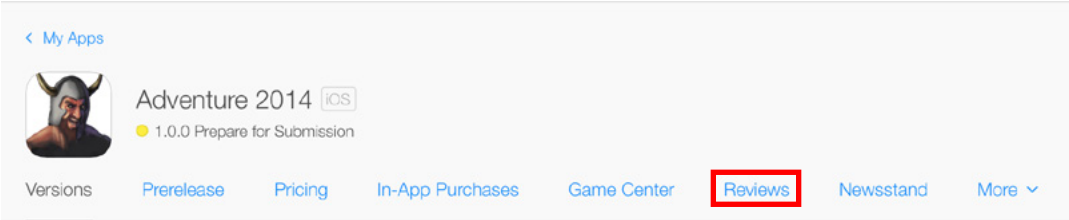
Viewing Customer Reviews

Customer reviews are also available in iTunes Connect for you to view the most recent feedback from your users. Reviews are available only for a version of an app that has or once had the Ready for Sale status.

Adventure 2014 (1.0.0) - Customer Reviews
Customer Reviews
All Versions (41)
Current Version (26)
Canada
RSS
Simply the best! ★★★★★
by Insane – Version 1.0.29 – Jan 23, 2014
Beautiful graphics, intuitive gameplay.
Excellent game!! ★★★★★
by PinkyPam– Version 1.0.29 – Jan 27, 2014
Best one I have found!!

To view customer reviews for an app

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Reviews.



Managing Game Center Leaderboard Scores

iTunes Connect gives you access to the top 100 scores posted to your app's leaderboards. If you determine that players are able to generate fraudulent high scores, you can remove these scores from a leaderboard or block individual players from posting scores. You can manage active leaderboards as follows:

- View the top 100 scores for a given leaderboard or grouped game leaderboard.
- Delete a score from a leaderboard.
- Restore a score to a leaderboard.
- Block a player from posting scores to a given leaderboard. This action deletes all scores on the leaderboard for that player.

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- Restore a player and the player's most recent score posted before being blocked.

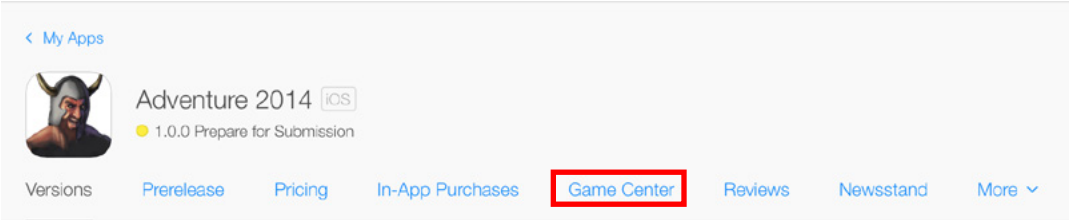
iTunes Connect maintains 30 days of scores removed and players blocked; you can restore scores or players from these lists.

Viewing Leaderboard Scores

If there are live leaderboards for an app, you can access leaderboard scores from the Game Center page of the app.

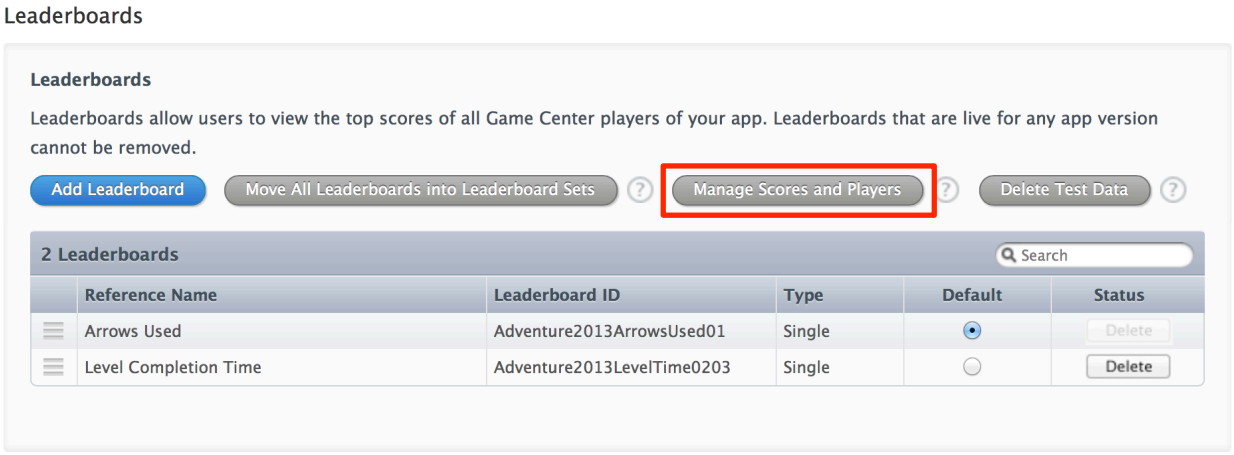
To view leaderboard scores

1. Open the App Details page for your app as described in Creating an iTunes Connect Record for an App (page 29).
2. Click Game Center.



3. In the Leaderboards section, click Manage Scores and Players.

   If your app has no live leaderboards, the button doesn't appear.



4. Find the leaderboard you want to change.

   If the app supports more than ten leaderboards, click page numbers or Next to display additional leaderboards. Use Search to find the leaderboard by Reference Name or Leaderboard ID.

5. In the rightmost column for the leaderboard, click Manage.

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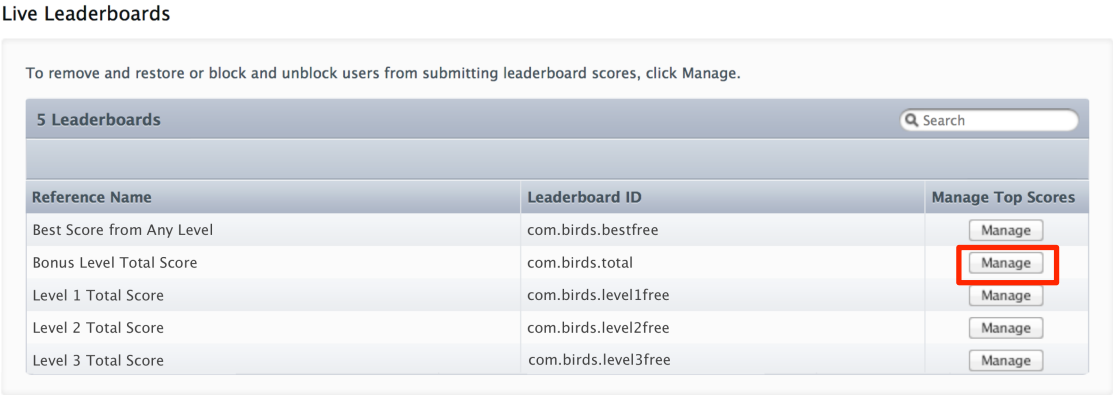
The Manage High Scores page for that leaderboard appears.



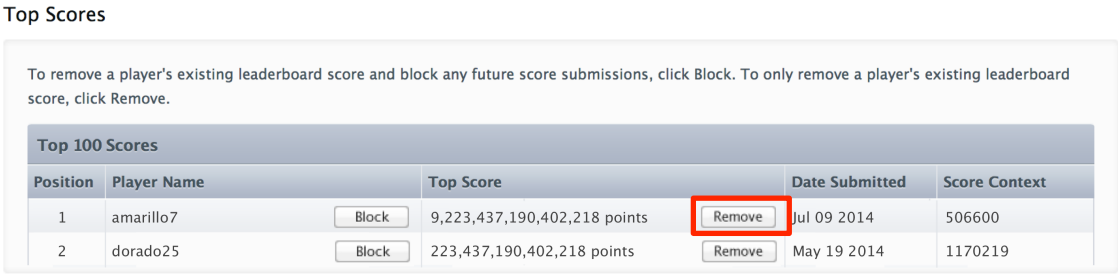
Removing and Restoring Scores

When you delete a score from a leaderboard, the entry (that is, the player's nickname and the score) is removed from the leaderboard.

To delete a score

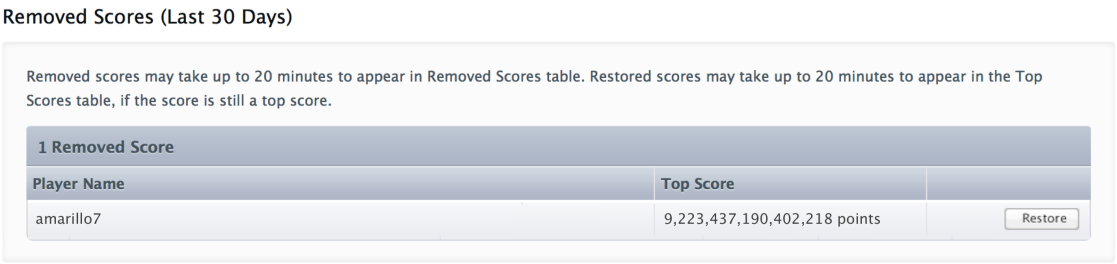
1. Open the Manage High Scores page for the leaderboard you want to change, as described in Viewing Leaderboard Scores (page 123).
2. In the list of Top 100 Scores, find the score you want to remove.

   You might need to scroll through the list to find the score.
3. Click Remove next to the score.



4. Click Delete to confirm.

After deleting a score, the entry appears in the Removed Scores (Last 30 Days) list. Removed scores may take up to 20 minutes to disappear from their Game Center leaderboards or to appear in the Removed Scores list in iTunes Connect.


Removed Scores (Last 30 Days)
Removed scores may take up to 20 minutes to appear in Removed Scores table. Restored scores may take up to 20 minutes to appear in the Top Scores table, if the score is still a top score.
1 Removed Score
Player Name
Top Score
amarillo7
9,223,437,190,402,218 points
Restore

You can restore a score to a leaderboard within 30 days of the score being removed. When you restore a score and the score is still in the top 100 for that leaderboard, the entry is replaced in the leaderboard, including the player's nickname and the score. Restored scores may take up to 20 minutes to appear in their Game Center leaderboards or to appear in the Top 100 Scores list in iTunes Connect.

To restore a score

1. Open the Manage High Scores page for the leaderboard you want to change, as described in Viewing Leaderboard Scores (page 123).
2. In the list of Deleted Scores, find the score you want to restore.

   Only scores deleted in the previous 30 days are available to restore.
3. Click Restore next to the score.
4. Click Restore to confirm.

Blocking and Restoring Players

When you block a player from a leaderboard, iTunes Connect causes the following things to happen:

- The player's score entries—the player's nickname and the score itself—are removed from the leaderboard.
- The player's score entries are removed from group game leaderboards that include this leaderboard.
- No new scores from this player are posted to the leaderboard or to group game leaderboards that include this leaderboard.
- Previously deleted scores for this player from any leaderboard are removed from the list of deleted scores: you can't restore a score from a blocked player.

It may take up to 24 hours for all of the blocked player's scores to fall off of all leaderboards.

To block a player

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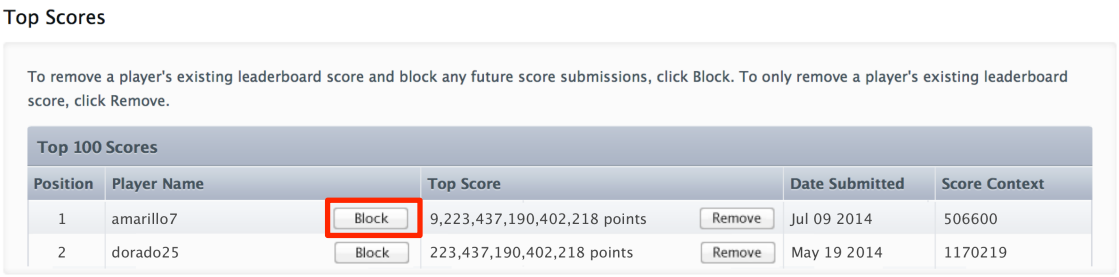
1. Open the Manage High Scores page for the leaderboard you want to change, as described in Viewing Leaderboard Scores (page 123).
2. In the list of Top 100 Scores, find a score for the player you want to block.

   It doesn't matter which of the scores posted for the player that you find: After you block the player, all of that player's scores are removed from the list.
3. Click Block next to the player's name.



4. Click Block to confirm.

After blocking a player, the player's nickname appears in the list of blocked players in the app's Manage Scores and Players page.

Blocked Players (Last 30 Days)
You have blocked the listed players from submitting new leaderboard scores. To allow a player to submit scores to any game that uses this leaderboard again, click Unblock. Only the last posted score prior to blocking will be restored.
1 Blocked Player
Date Blocked
Player Name
Jul 10 2014
amarillo7
Unblock

You can restore a player within 30 days of blocking the player. When you restore a blocked player to a leaderboard, the player's new scores are posted to the leaderboard and the player's last posted score before being blocked is restored to the leaderboard.

To restore a player

1. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. Click the Game Center tab.
3. In the Leaderboards section, click Manage Scores and Players.
4. In the list of blocked players, find the player you want to restore.

   Only players blocked in the previous 30 days are available to restore.

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5. Click Restore next to the player's name.
6. Click Restore to confirm.

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Replacing Your App with a New Version

When you're ready to distribute a new version of your app, you upload the new app build into the same iTunes Connect record you created for the app's previous version. Updated versions keep the same Apple ID, iTunes Connect ID (SKU), and bundle ID as the original version. You can update the metadata used in the store for the new app version and add a description of the new version's features. Updated app versions are available free to customers who purchased a previous version.

Adding a new version of an app is similar to adding the first version, except that you can set additional options:

- **What's New in this Version.** When adding a new version, you provide version-specific text to augment the app description in the store.
- **iCloud availability.** If you are updating an app for legal or usability reasons, you can indicate that you don't want a previous version of the app to be available on iCloud.

Creating the Next App Version in iTunes Connect

You can add a new version of an app when the current version's status is Ready for Sale or Developer Removed from Sale. The new app version goes through the same review process as the first version.

> **Note:** If you find a problem with the build whose status is Waiting for Review or In Review, you can remove the build from review and upload a revised version of the app without starting a new version. See Removing a Build from Review (page 106).

Only the team agent or users with an Admin or Technical role can add a new app version. If your user account doesn't have the appropriate role, you don't see the My Apps section on the iTunes Connect homepage. Contact a user in your organization with an Admin role to give you the right access. See Viewing, Editing, and Deleting iTunes Connect Users (page 85).

To add an updated version of an app

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click My Apps.

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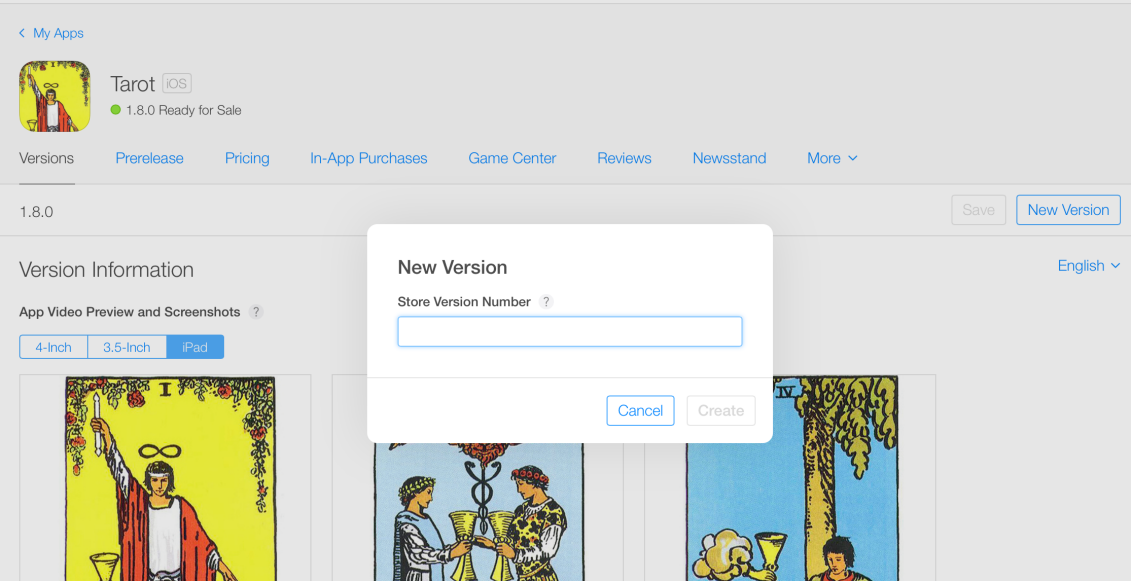
3. Select the app. If you don't find the app in the list, see Searching for Apps (page 96).
4. On Versions, click the New Version button in the top-right corner of the page.



You will see the New Version button only if the current version of the app is Ready for Sale or Developer Removed from Sale. If the app has not completed the app review process—it has a status such as Prepare For Submission or Waiting For Review—you can replace the build in the existing version instead of adding a new version. See Removing a Build from Review (page 106).

5. In the New Version dialog, enter the new version number, and click Create. (This will be the version number shown in the App Store.)

   A new Versions pane shows you the information you just entered, with existing metadata from the current version automatically transferred. Properties you can change are in editable fields.

6. Review and update the information to describe the new version.

   Version Information (page 173), which consists of localizable metadata, including:

   - App Sandbox Information (page 190)
   - App Preview Specifications (page 183)
   - Name
   - Description
   - What's New in This Version. (Required for each new version.)
   - Keywords
   - Support URL
   - Marketing URL
   - Privacy policy URL

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General App Information (page 174), which consists of metadata that apply to all of the localizations, including:

- App icon
- Version number
- Category
- Rating
- License Agreement (page 184)
- Copyright
- Trade Representative Contact Information (page 185)
- Routing app coverage file

Make sure to select a build, as explained in Choosing a Build (page 63). Add any app properties for store technologies to the version, including In-App Purchase Properties (page 189), Game Center Properties (page 189), and Newsstand Properties (page 189).

Finally, specify your App Review Information (page 186) and version release.

Version release lets you choose whether to release the new version automatically or manually, as explained in Specifying When App Versions Are Released (page 132).

7. Fix any errors indicated for the new version.

   If there's missing information required to save the new version information, you see messages at the top of the page describing the issues. For example, if iTunes Connect has additional requirements since you submitted the previous version, you see messages indicating what new information is required.

   In the section with errors, update the values. For a few properties such as Rating and License Agreement, you have to click Edit before you can enter the new values. Click Save.

   When all errors are resolved, and a build has been added to the new version, the Submit for Review button will be visible.

Uploading the New Build

After you've prepared your iTunes Connect record for a new app version, you're ready to upload the updated build for the new version; see Uploading a Build for an App (page 33).

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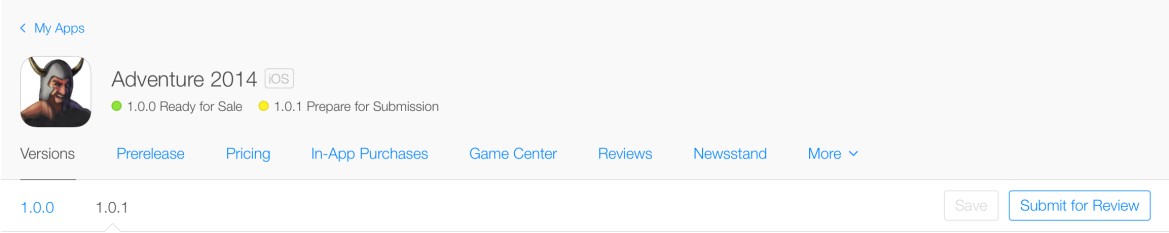
Important: In order to use iTunes Connect for TestFlight beta testing, you must submit your app using the latest App Store Distribution profiles that contain the beta entitlement. To regenerate your App Store distribution profile, go to Member Center; read Beta Testing Your iOS App in *App Distribution Guide*.

After the build is uploaded, the App Details page shows the app currently for sale with the status Ready for Sale and the version just added with the status Prepare for Submission. The page will show at most two app versions.



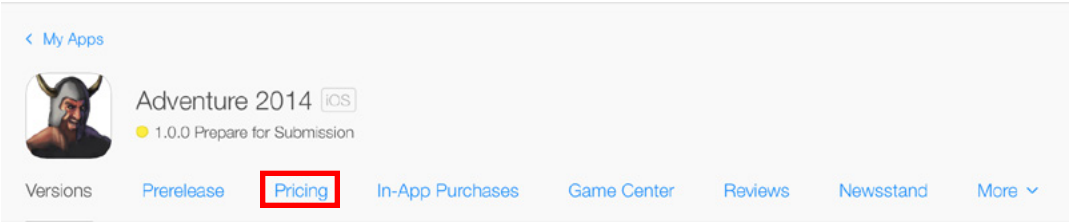
Preventing App Versions from Appearing in iCloud

You can indicate a legal or usability issue with a version of your app to make sure that the version is excluded from being pushed to existing customers on iCloud.

If the version of your app whose status is Ready for Sale has a legal or usability issue, you must submit an update for the app and indicate the issue with the previous version when submitting the new version. If you are unable to submit an update, you must remove it from sale.

To disable a version of an app for availability through iCloud

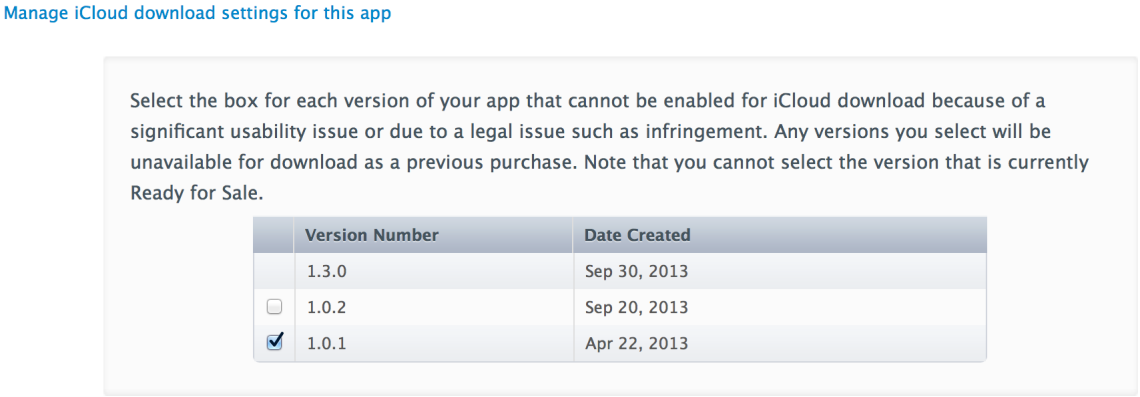
1. On your App Details page, click Pricing.



2. At the bottom of the page, click “Manage iCloud download settings for this app.”

   A list of the existing versions of the app opens.

3. Select the app version or versions that you want to disable on iCloud, and click Save.

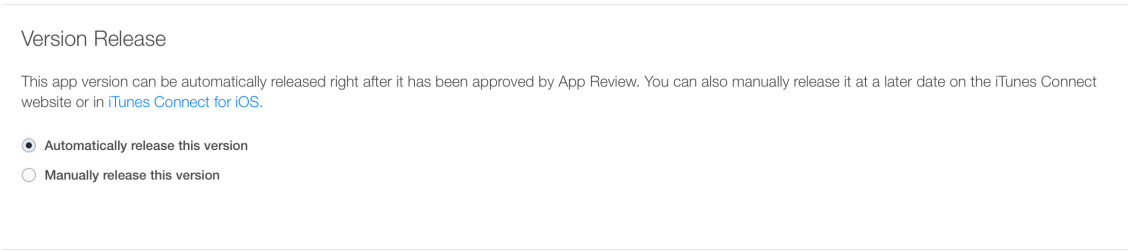

Manage iCloud download settings for this app
Select the box for each version of your app that cannot be enabled for iCloud download because of a significant usability issue or due to a legal issue such as infringement. Any versions you select will be unavailable for download as a previous purchase. Note that you cannot select the version that is currently Ready for Sale.
Version Number
Date Created
1.3.0
Sep 30, 2013
1.0.2
Sep 20, 2013
1.0.1
Apr 22, 2013

If a legal dispute is resolved, you can reenable the app version to be available again on iCloud. Follow the steps above and change the selections.

Specifying When App Versions Are Released

You can specify when you want to release an app version to the store by using iTunes Connect version release control.

On Versions, you are shown the two options for version release control: automatic or manual. The options appear in the Version Release section at the bottom of the page.


Version Release
This app version can be automatically released right after it has been approved by App Review. You can also manually release it at a later date on the iTunes Connect website or in iTunes Connect for iOS.
Automatically release this version
Manually release this version

If you choose to automatically release your app update, that app is posted to the store as soon as it's approved by Apple, pending the availability date you have set. (To set the availability date, read Changing an App's Availability Date (page 110).)

If you choose to manually control the version's release, your app status changes to Pending Developer Release after it's approved by Apple, indicating that you can manually release it to the store when you're ready.

To release a Pending Developer Release version to the store

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.

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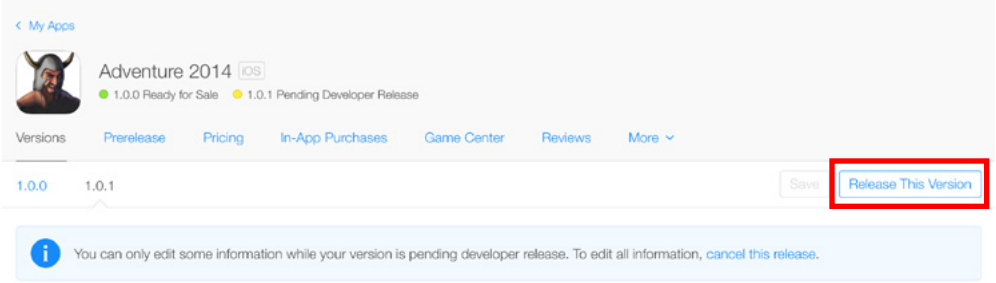
2. On the iTunes Connect homepage, click My Apps.

3. Select the app and open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
4. Click the appropriate version number from Versions.
5. Click Release This Version in the top-right corner of the page.



Your app version will then be live on the store pending the customary processing times.

If you want to remove the app instead, click Cancel This Release in the alert banner at the top of Versions on the App Details page.

You can also release your app version by using iTunes Connect app available in the App Store. See Take iTunes Connect with You (page 15).

Note: If you have an app in the Pending Developer Release state for longer than 30 days, you receive an email reminder from Apple. If you decide that you don't want to release a Pending Developer Release version, remove your build by clicking Cancel This Release and upload a new one. See Removing a Build from Review (page 106).

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Viewing App Analytics

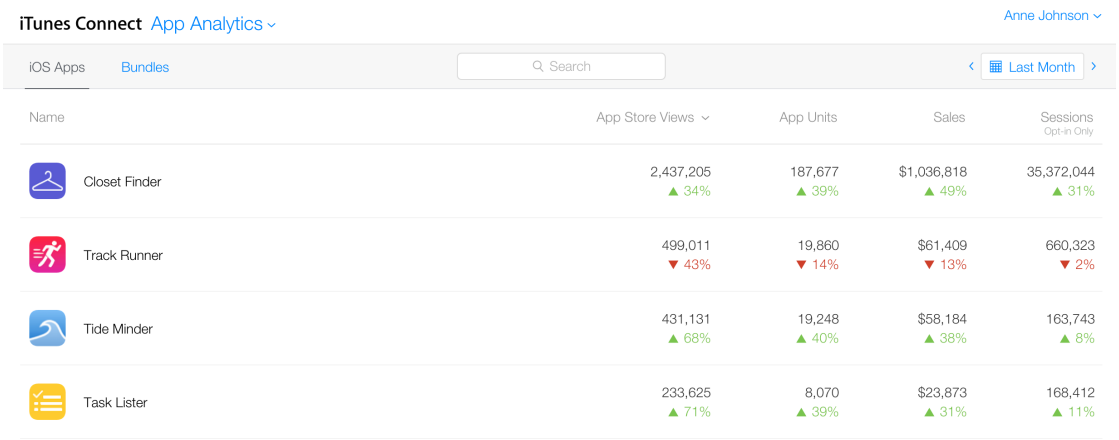
App Analytics is the best way to learn more about your apps and how your users find them. Track user acquisition, usage, and monetization without writing any code or even updating your apps. You can also create custom campaigns, see which websites refer the most users to you, and check up on retention.

You access App Analytics from the iTunes Connect homepage if you have the Admin, Finance, or Sales role. To learn some analytics terms that may be helpful to understand the data, read App Analytics User Guide.

To view App Analytics

1. As an iTunes Connect user with an Admin, Finance, or Sales role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click App Analytics.

3. View the data collected for each app during the specified period.



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Viewing Sales and Trends

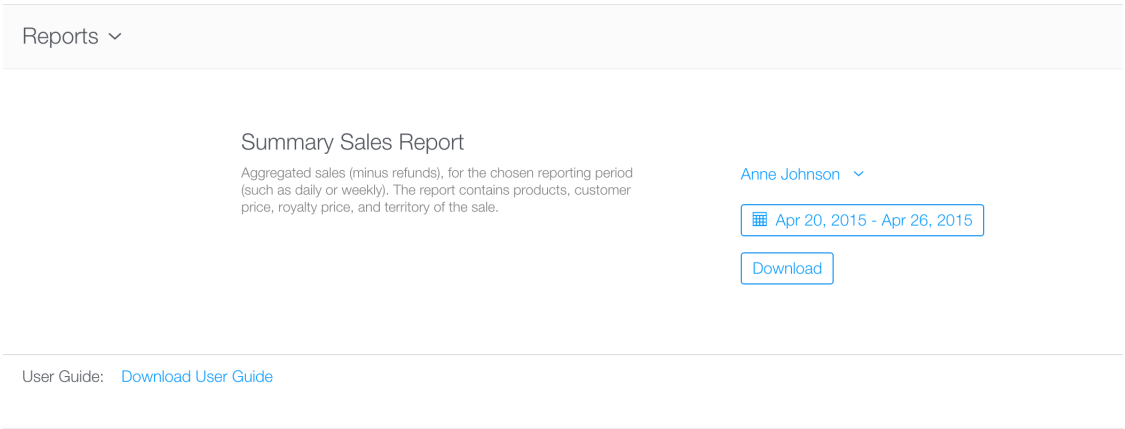
iTunes Connect provides you with daily, weekly, monthly, and yearly store sales and download data for your organization. From the Sales and Trends section in iTunes Connect, you can access your data in graph or report form and download detailed report data.

For information on report content and how to use sales reports, read iTunes Connect Sales and Trends Guide: App Store. The following steps describe how to view this document.

To download and view the Sales and Trends Guide

1. As an iTunes Connect user with an Admin, Finance, or Sales role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Sales and Trends.

3. Click Download User Guide.


Reports
Summary Sales Report
Aggregated sales (minus refunds), for the chosen reporting period (such as daily or weekly). The report contains products, customer price, royalty price, and territory of the sale.
Anne Johnson
Apr 20, 2015 - Apr 26, 2015
Download
User Guide:
Download User Guide

Important: Sales and Trends reports aren't intended to be used as substitutes for monthly financial reports, which are available in the Financial Reports section, as described in Viewing Payments and Financial Reports (page 153). Because daily, weekly, monthly, and yearly reports are snapshots of store live data, they don't directly reconcile with financial reports. The sales reports count user actions in the store such as the number of times a download or purchase was initiated. In contrast, financial reports include only completed transactions. For example, a sales report includes all sales initiated including sales for which payment was ultimately not approved; financial reports don't include these transactions.

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Providing Promo Codes

Provide potential customers or reviewers with a free copy of your iOS or Mac app by using promo codes. Promo codes can be redeemed through any store territory where your app is available and are good for four weeks from the day they're generated. They become invalid if a new version of the app becomes available or if your contract with Apple expires. Each promo code generated for an app can be used one time to download the app.

Requesting Promo Codes

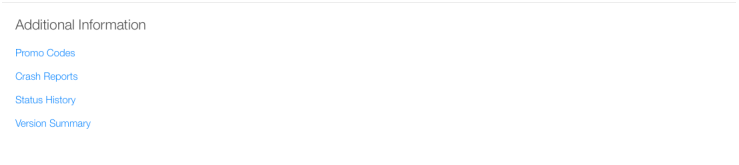
You can request up to 100 promo codes for every version of your app. To request promo codes for an app version, the version's status must be Ready for Sale or Pending Developer Release.

An iTunes Connect user with the Admin role can request promo codes. If the Promo Codes page isn't available to you, you don't have the correct role to request promo codes.

To request promo codes

1. Sign in to iTunes Connect.
2. On the iTunes Connect homepage, click My Apps.

3. Open the App Details page for the app, as described in Creating an iTunes Connect Record for an App (page 29).
4. Click the version of your app that's Ready for Sale or Pending Developer Release.
5. In the Additional Information section at the bottom of the page, click Promo Codes.



6. Enter the number of promo codes you want to receive and click Continue.

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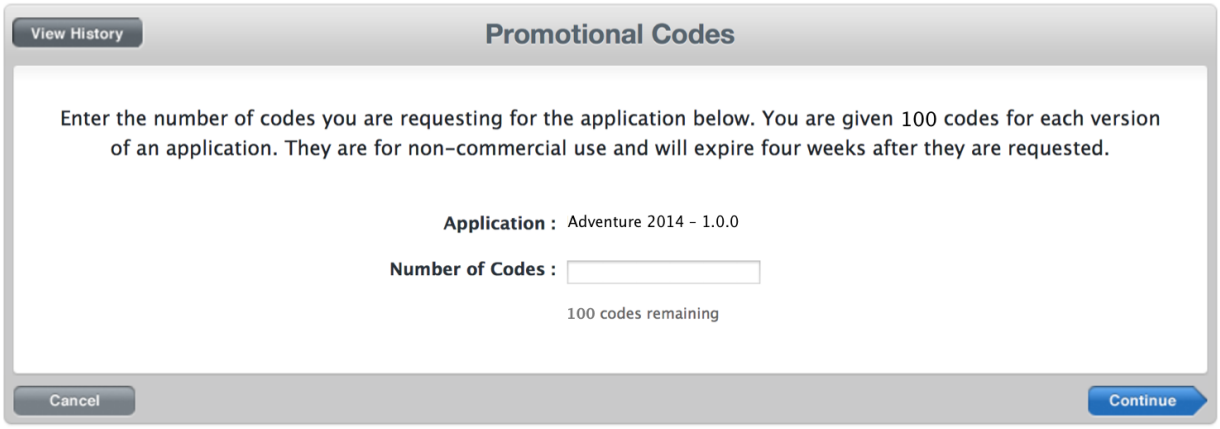
The number you enter must be less than or equal to the number of codes remaining for that app version.


View History
Promotional Codes
Enter the number of codes you are requesting for the application below. You are given 100 codes for each version of an application. They are for non-commercial use and will expire four weeks after they are requested.
Application : Adventure 2014 - 1.0.0
Number of Codes :
100 codes remaining
Cancel
Continue

7. Read and agree to the contract terms for Apple to distribute free versions of your app and click Continue.
8. Click Download to download a text file listing the promo codes and click Done.

How to Use Promo Codes

You can distribute the promo codes by email or other means. The user enters the promo code when purchasing the app. Promo codes don't work for In-App Purchase products, including Newsstand issues.

When a customer downloads an app using a promo code, the app behaves just as it would if it had been purchased. For example, the customer has the opportunity to update to new versions of the app. However, customers aren't able to rate or review an app that was downloaded using an iTunes Connect promo code.

Promo codes apply to a specific app version, so when users redeem promo codes for a version of an app that hasn't been released yet, they download the prerelease version.

Viewing Promo Code Transactions

You can view a history of your promo code requests by clicking View History on the Promo Codes page. The history shows the time and date for each set of codes generated in iTunes Connect. Use this history to determine the expiration date of your codes.

When apps are purchased using promo codes, the promo code is included in earnings reports and sales reports for the transaction.

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Managing Promo Code Issues

If users report that they have received an error when attempting to download your app using an iTunes Connect promo code, direct them to iTunes Support. By doing so, users can resolve their store account issue directly.

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Managing Agreements, Tax, and Banking

Use the Agreements, Tax, and Banking section to manage contracts with Apple, provide required financial information relating to iTunes developer payments and tax withholdings, and track the status of your iTunes agreements. If you plan to charge customers to download your apps, start with this section right away to request a contract for selling paid apps.

About the Team Agent and Other Roles

Only the team agent can request or accept a contract. See What Is a Team Agent? (page 82). Users with an Admin or Finance role can view the Contracts section and can enter banking and tax information. In addition, these users can be notified when changes occur in the Agreements, Tax, and Banking section.

To configure a user to receive notifications

1. See Viewing, Editing, and Deleting iTunes Connect Users (page 85).
2. When configuring notifications, select Contract for the appropriate store territories or for Worldwide.

Contracts

Enrolling in the iOS Developer Program or the Mac Developer Program includes agreeing to a contract that allows the organization to distribute free apps, worldwide, in the App Store or Mac App Store. The team agent can agree to additional contracts that describe the terms for the following privileges:

- iOS or Mac Paid Applications contracts allow the organization to sell apps in the stores.
- An iAd App Network contract allows the organization to include Apple iAd advertising in iOS apps.

Viewing Contracts and Contract Status

The team agent and any users with an Admin or Finance role can view contracts for the organization.

To view contracts and contract status

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1. As a team agent or other iTunes Connect user with an Admin or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Agreements, Tax, and Banking.

   If this section isn't visible, your iTunes Connect user account doesn't have a role with access to contract information. Contact a user with an Admin role to change the roles assigned to your account. See Viewing, Editing, and Deleting iTunes Connect Users (page 85).
3. In the Request Contracts section, find contracts you haven't agreed to.

   If this section is visible, it contains contracts for selling apps on an additional platform or for including advertising in your apps.
4. In the Request Amendments section, find updates to contracts you've already agreed to.
5. In the Contracts in Progress section, view contracts you've agreed to but that aren't yet complete.

   If this section is visible, you have contracts that you requested, but you haven't finished providing the required information. See Requesting a Contract (page 141).
6. In the Contracts in Effect section, view contracts and contract status.
   - To see if contract components are missing, look for "Set Up" in the Contact Info, Bank Info, or Tax Info columns.
   - To see if contracts are nearing their ends, look at the dates in the Expiration Date column.
   - To download a copy of a contract, in the Download column, click the PDF icon.

     Contracts for distributing free apps are part of your original developer agreement and are maintained in the Apple Developer Center.
7. In the Transfer Agreements section, find in-progress agreements to receive or transfer apps.

The contract for distributing free apps is maintained as part of the iOS or Mac Developer Program License Agreement that the team agent agreed to when joining the developer program. The contract is valid for all subsequent members of the organization.

To view the free apps distribution contract

1. Sign in to Member Center.
2. Sign in using the Apple ID associated with the iTunes Connect organization.
3. Click Your Account.

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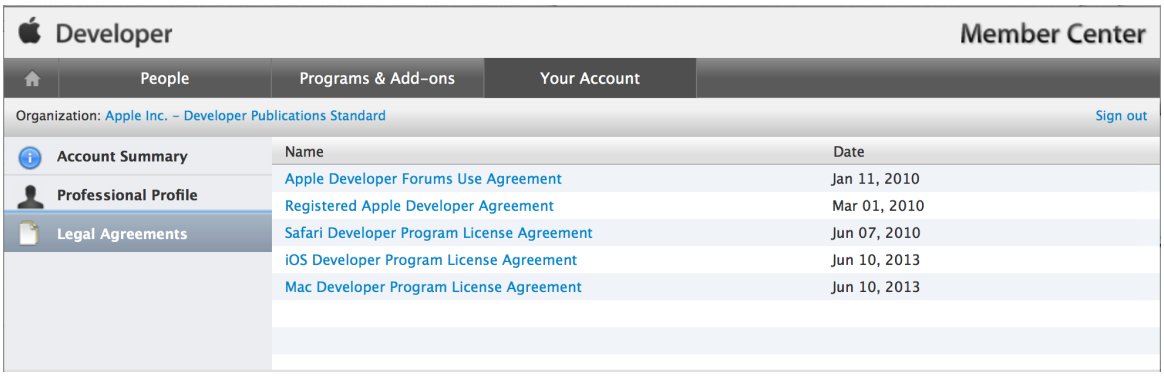
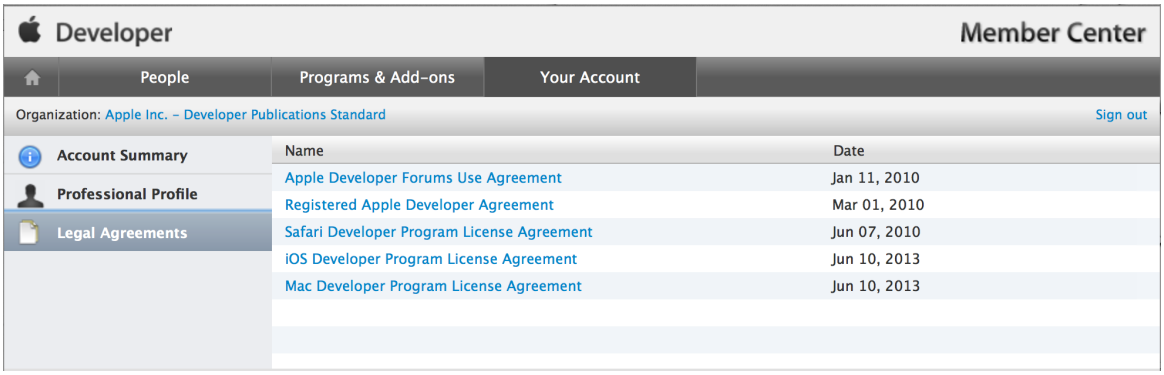
4. Click Legal Agreements.



5. Click the name of the Developer Program License Agreement.

To view the free apps distribution contract

1. Sign in to Member Center.
2. Sign in using the Apple ID associated with the iTunes Connect organization.
3. Click Your Account.
4. Click Legal Agreements.



5. Click the name of the Developer Program License Agreement.

Requesting a Contract

Only the team agent for an organization can request new contracts.

To request a contract

1. As the team agent for your organization, sign in to iTunes Connect.

   See What Is a Team Agent? (page 82).

2. On the iTunes Connect homepage, click Agreements, Tax, and Banking.

3. In the Request New Contracts or Request Amendments sections, find the contract you want to request.
4. On the right end of the row for the contract, click Request.
5. Read the contract terms, and select "I have read and agree to the agreement presented above."

   The text of the option varies depending on the contract you requested.
6. Click Submit and click Done.

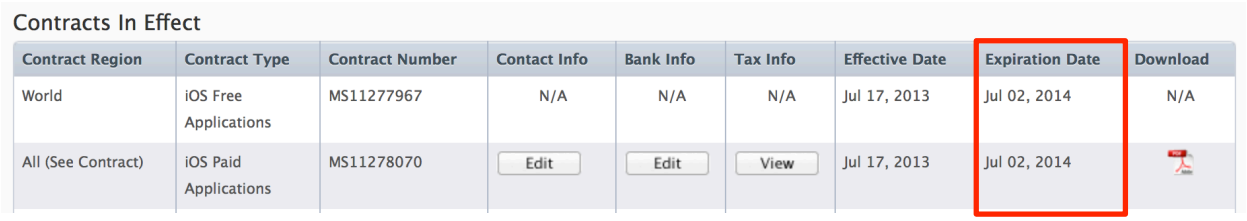
The contract appears in the Master Agreements section.

Extending a Contract

When a contract is nearing its expiration date, iTunes Connect sends email notifications to users with Admin, Legal, and Finance roles. Email messages are sent when there are 30 days remaining, 15 days, and 5 days. On the day the contract expires, all users in the Member Center organization receive an email indicating that the contract has expired.

To extend a contract, initiate a request through Member Center. When you do, iTunes Connect automatically applies the extension to your contract.

Tip: When you notice that your contract expiration date is approaching, it's a good idea to click through the contract renewal in Member Center to avoid apps being removed from the store.


Contracts In Effect

Contract Region	Contract Type	Contract Number	Contact Info	Bank Info	Tax Info	Effective Date	Expiration Date	Download
World	iOS Free Applications	MS11277967	N/A	N/A	N/A	Jul 17, 2013	Jul 02, 2014	N/A
All (See Contract)	iOS Paid Applications	MS11278070	Edit	Edit	View	Jul 17, 2013	Jul 02, 2014	

Contacts and Legal Entity

Your legal entity name, provided when the team agent enrolled in an Apple Developer Program, is the name displayed on the store as the "Seller." iTunes Connect uses your legal entity information to match contracts, banking information, and tax information that are associated with your organization. For example, if you applied for a U.S. Federal Tax ID as a sole proprietor but used your business name when you set up your Apple developer account, Apple may not be able to reconcile your contracts and tax information, which would keep you from being able to sell apps.

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If you enrolled in the Apple Developer Program as a company, you can set a company name separately from your legal entity name when you first create an app, as described in Creating an iTunes Connect Record for an App (page 29).

Tip: If your legal entity name or address isn't correct, click Contact Us and select the "Contracts and Legal" topic and "Name/Address Update - Request" subtopic.

To review your legal entity and contracts contact information

1. As an iTunes Connect user with an Admin or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Agreements, Tax, and Banking.

   If this section isn't visible, your iTunes Connect user account doesn't have a role with access to this information. Contact a user with an Admin role to change the roles assigned to your account. See Viewing, Editing, and Deleting iTunes Connect Users (page 85).
3. Find the legal entity name.
   - In the Request Contracts section, the legal entity name is listed in each contract row.
   - In the "Contracts in Effect" section, in any contract row, click Edit in the Contact Info column to open a page that shows the legal entity information.

Adding Contact Information

Apple requires that you provide contact information. The Company Contacts that you add in the Contracts section don't have to be iTunes Connect users. Include the most appropriate people in your organization to address legal, financial, or marketing issues that may arise regarding your sale of apps through Apple.

When you add contact information in iTunes Connect, those contacts can be assigned to any contracts in effect for the organization. Contacts don't have to be iTunes Connect users.

To add a contact to iTunes Connect Contracts

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. In the Contact Info column for the relevant contract, click Set Up or Edit.
3. Click Add New Contact.
4. Enter contact information for a person who has responsibility for some aspect of managing contracts for your organization.

   Make sure to include the country code for phone and fax numbers.

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5. Click Save.
6. Repeat steps 5 and 6 for each contact you want to include.
7. Associate the contact names with the Roles for the contract, as described in Setting the Contacts for a Contract (page 144).

Setting the Contacts for a Contract

You can associate the contacts you enter in iTunes Connect with different responsibilities regarding contract management.

To set the contact for a contract management role

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. In the row of the contract you want to update, click Edit in the Contact Info column.
3. In the Company Contacts section, set the contact for each role.

   For each role, choose a contact from the Contact list.
4. Click Done.

Banking

To sell apps through the App Store or Mac App Store, you provide banking information so that Apple can pay you for apps sold. iTunes Connect stores all the bank information you specify. However, only one bank account is used for payments against all contracts. You can edit or update banking information anytime. Banking updates made while payments are in process are applied to the subsequent period's payments.

For more information about banking issues, see "Banking and Tax" in the iTunes Connect FAQ, available in the Resources and Help section of iTunes Connect.

Setting Up Banking Information

Apple makes all payments electronically. If you can't identify your bank in iTunes Connect, it may be that Apple can't send payments to that bank. For example, Apple doesn't send payments to bank accounts that require additional instructions such as "For Further Credit." Apple also doesn't send payments through intermediary or correspondent banks.

iTunes Connect users with an Admin or Finance role can enter banking information.

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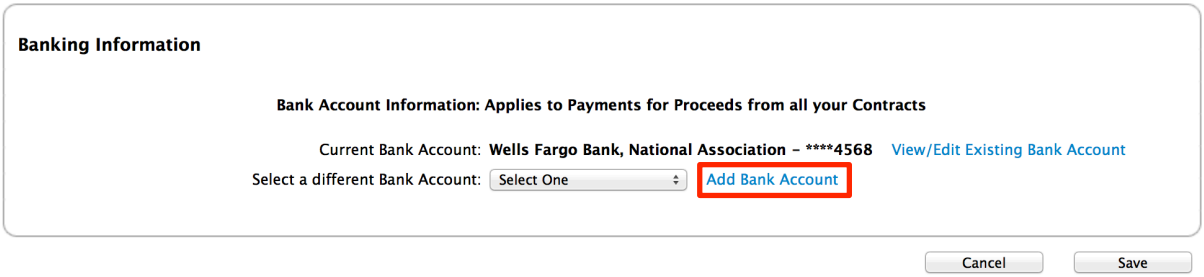
To set up a new bank account

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. In the Bank Info column for any contract, click Set Up.

   If you see "Edit" instead of "Set Up," there's already banking information specified for your organization.
3. Click the Add Bank Account link.


Banking Information
Bank Account Information: Applies to Payments for Proceeds from all your Contracts
Current Bank Account: Wells Fargo Bank, National Association – ****4568
View/Edit Existing Bank Account
Select a different Bank Account:
Select One
Add Bank Account
Cancel
Save

4. Choose the location of the branch of the bank from the Bank Country menu.

   Choose the country for the branch you are using even if the bank's headquarters is in a different country.
5. Specify your bank.

   There are two ways to specify your bank:

   - Enter the bank code for your bank, and click Next.

     The name of the bank code differs depending on the bank country. For example, in the United States, the bank code is an ABA Routing Number. If your bank uses an IBAN code, the bank code is part of the IBAN number. For information on how to determine the bank code from an IBAN number, go to International Bank Account Number.

     If there's more than one branch of the bank that uses the same bank code, a list of branches displays. Select your branch from the list.
   - Click "Look up Transit Number" to search for the bank.

     Enter all or part of the bank name, city, postal code, or any combination of the three, and click Search.

     If there's more than one branch of the bank that meets the criteria you specified, a list of branches displays. Select your branch from the list.
6. Confirm your bank selection, and click Next.
7. Specify the bank account.

   Identify the bank account by the following:

   - **Bank Account Number.** If your bank uses an IBAN code, the account number is part of the IBAN number. For information on how to determine the account number from an IBAN number, go to International Bank Account Number.

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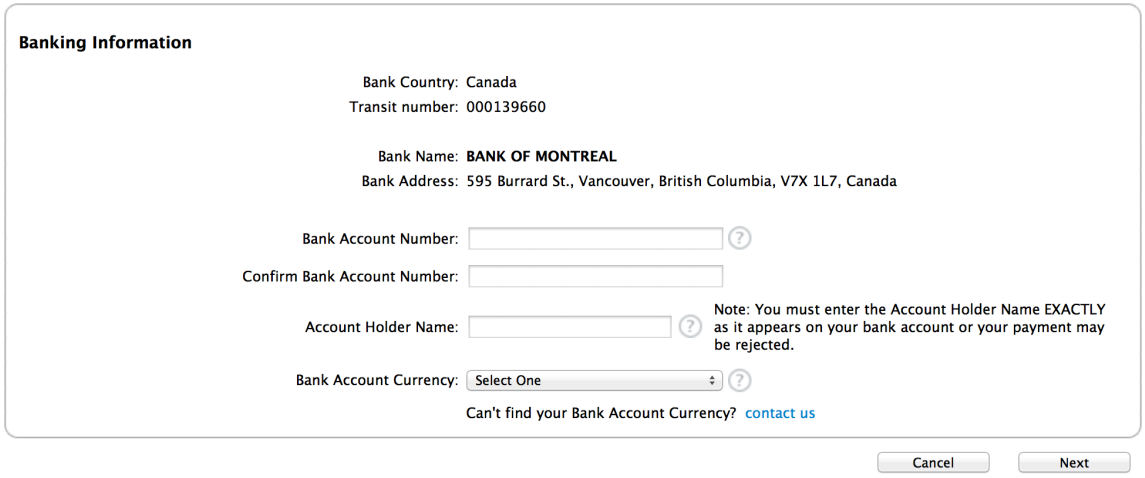
- **Account Holder Name.** Be sure that the Account Holder Name exactly matches the name expected by the bank; it doesn't have to match the Legal Entity Name for the iTunes Connect organization.
- **Bank Account Currency.** Specify the primary currency of the bank account to ensure successful payments. Don't use this selection to indicate a preference for currency.

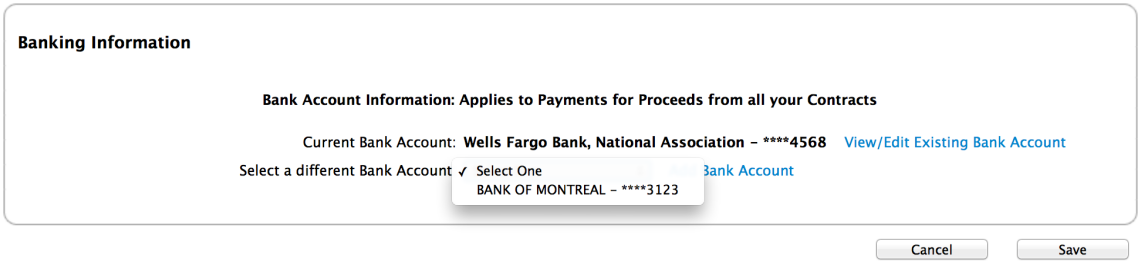
There may be other options, depending on the country of your bank.


Banking Information
Bank Country: Canada
Transit number: 000139660
Bank Name: BANK OF MONTREAL
Bank Address: 595 Burrard St., Vancouver, British Columbia, V7X 1L7, Canada
Bank Account Number:
Confirm Bank Account Number:
Account Holder Name:
Note: You must enter the Account Holder Name EXACTLY as it appears on your bank account or your payment may be rejected.
Bank Account Currency: Select One
Can't find your Bank Account Currency? contact us
Cancel
Next

8. Confirm the account information, and click Next.

   Your bank information is now available in the list of Bank Accounts.

9. Choose the new bank information from the "Select a different Bank Account" menu, and click Save.


Banking Information
Bank Account Information: Applies to Payments for Proceeds from all your Contracts
Current Bank Account: Wells Fargo Bank, National Association – ****4568 View/Edit Existing Bank Account
Select a different Bank Account
✓ Select One
BANK OF MONTREAL – ****3123
Cancel
Save

Updating Banking Information

To change an existing Bank Account Number, Bank Name, or Bank Code, you need to add a new bank account, as described in Setting Up Banking Information (page 144). Other changes can be made in the existing account.

iTunes Connect users with an Admin or Finance role can update banking information.

To change banking information for a contract

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. In the Bank Info column for any contract, click Edit.

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If "View" appears but not "Edit" in the Bank Info column, you don't have access to update the banking information.

3. In the Banking Information dialog, make the appropriate changes to the banking information.
   - **To change to another bank account** that is already set up, choose an existing bank account from the "Select a different Bank Account" menu.
   - **To update information for the bank account currently in use**, click View/Edit Existing Bank Account.
   - **To add new banking information**, click Add Bank Account, and follow the steps in Setting Up Banking Information (page 144).
4. Click Save.

Validating Banking Information

Apple must verify banking information before allowing apps to be sold. In addition, Apple validates updated banking information before changing payments from an existing bank account. The validation is typically complete in 24 hours. iTunes Connect sends a notification email to indicate that the banking information is updated; if you don't receive notification that the information was successfully updated, check in iTunes Connect to see the status of the update.

Tax

iTunes Connect helps you determine which tax forms are required and allows you to submit many of the forms electronically. The tax forms required in the context of a particular contract are listed in the Tax Info column for that contract. If the same tax form is required for more than one contract, you complete the form one time and the completed information is applied to all other relevant contracts.

For more information about tax issues, see "Banking and Tax" in the iTunes Connect FAQ, available in the Resources and Help section of iTunes Connect.

Determining Tax Requirements

Tax forms are available in iTunes Connect as follows:

- **U.S. Tax Forms.** Required for all organizations.
- **Australia Tax Forms.** Required for organizations based in Australia.
- **Canada Tax Forms.** Required for organizations based in Canada.
- **Japan Tax Forms** ("learn more" link). Optional for organizations based outside of Japan who sell apps in Japan. Not required for organizations based in Japan.

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Providing U.S. Tax Information

Important: The iTunes Connect tax pages offer different information depending on the choices you make the first time you open the pages. If you make the wrong choices the first time through the pages, you won't have an opportunity to change those choices. To avoid problems in the future, be careful to enter accurate information.

To meet the requirements of the Paid Applications contracts, all organizations must file U.S. tax forms.

Users with Admin or Finance roles can enter tax information.

To provide U.S. tax information

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. Click the button in the Tax Info column for the relevant contract.

   The name of the button may be Set Up, Edit, or View.
3. In the U.S. Tax Forms section, click Set Up.

   Follow the instructions to submit the correct tax forms for selling in the U.S. store. Depending on where your legal entity address is based, you may be required to complete tax forms or certifications for your contract to go in effect.

   - If you are based in the United States, you are prompted to complete a W-9 form.
   - If you are based outside the United States, you complete a series of questions to direct you to the correct tax form or certification.

   The form or certification presented must be completed for your contract to go in effect.
4. Click Submit.

Apple submits the U.S. tax information to the IRS. If any information you provide is incorrect, an error appears. Tax errors will not prevent you from selling your app but can impact your payments. If tax errors occur, correct them and resubmit the tax information. (You are allowed to submit tax information twice a day.) If the tax information can't be verified immediately, iTunes Connect sends you email with further instructions. If you have any questions, contact the Banking and Tax team. (In the Resources and Help section, click Contact Us and from the topic pop-up menus, select the appropriate topics.)

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Providing Australian Tax Information

Tax information is required for organizations based in Australia. Although your organization may not be required to register for goods and services tax (GST) with the Australian government, Apple requires that Australia-based organizations have a GST registration to sell apps.

To meet Apple's tax requirements, you'll need an electronic copy of your GST registration and evidence of your Australian Business Number (ABN). The evidence can be screenshots or PDF files of the ABN registration pages from the ABN Lookup site. Collect the current details with enough information to associate this ABN with the legal entity name you've given Apple and the historical details to show that the organization is registered for the GST.

Users with Admin or Finance roles can enter tax information.

To provide Australian tax information

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. Click the button in the Tax Info column for the relevant contract.

   The name of the button may be Set Up, Edit, or View.
3. Enter required tax information for the United States, as described in Providing U.S. Tax Information (page 148).
4. In the Australia Tax Forms section, click Set Up.
5. Upload the file or files with ABN and GST registration evidence.

   Click Choose File and select a file, then repeat for additional files.
6. Enter your ABN.
7. Click Submit.

   If the uploaded files aren't the right format or information is missing, you'll see a message at the top of the page indicating issues to resolve. Correct the problem, and click Submit again.
8. In the main Tax Information page, click Done.

Providing Canadian Tax Information

Tax information is required for organizations based in Canada or registered for GST/QST in Canada. Apple allows you to post apps for sale in the App Store or Mac App Store as soon as you start the process of downloading and delivering the forms. However, you won't be paid for apps sold in Canada until Apple has received signed tax information forms. If you send the files to Apple promptly, you won't see any delay in earnings payments.

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To complete Apple's requirements for Canada tax information, you'll download Canada Revenue Agency forms, provided with instructions in iTunes Connect. Fill out the appropriate form or forms, print and sign them, and mail them to Apple. Apple reviews the form or forms to make sure they are complete and that the legal name associated with the registered business number matches the legal entity name in iTunes Connect. Apple then signs the form or forms and returns them to you.

Note that organizations based in Quebec must complete Canada Form GST506 and the Quebec Form FP-2506-V.

Users with Admin or Finance roles can enter tax information.

To provide Canadian tax information

1. Open the Agreements, Tax, and Banking section, as described in Viewing Contracts and Contract Status (page 139).
2. Click the button in the Tax Info column for the relevant contract.

   The name of the button may be Set Up, Edit, or View.
3. Enter required tax information for the United States, as described in Providing U.S. Tax Information (page 148).
4. In the Canada Tax Forms section, click Set Up.
5. Download the GST/HST Form 506.
6. If your organization is in Quebec, download the QST Form 2506-V.
7. Click Done.
8. In the main Tax Information page, click Done.

Print, complete, sign, and mail the form or forms to Apple at the address provided. Make sure to send the forms with original signatures. Apple fills out the remaining sections, signs the documents, and returns them to you.

Providing Japanese Tax Information

For sales in Japan by organizations that are based outside of Japan, Apple withholds taxes at the rate required by the Japanese Tax Authority. If you are based in a country that has a tax treaty with Japan, you can file Japanese tax forms to take advantage of reduced withholding rates. Apple provides forms, instructions, and reviews your material to help you file the forms and to ensure success.

If your filing is approved by the Japanese Tax Authority, Apple changes the withholding rate used to calculate earnings from the Japan store. The change doesn't apply to sales made before the filing is approved.

Users with Admin or Finance roles can enter tax information.

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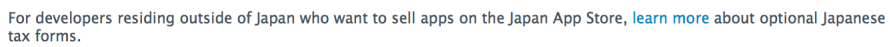
To provide Japanese tax information

1. Open the Agreements, Tax, and Banking, section, as described in Viewing Contracts and Contract Status (page 139).
2. Click the button in the Tax Info column for the relevant contract.

   The name of the button may be Set Up, Edit, or View.
3. Enter required tax information for the United States, as described in Providing U.S. Tax Information (page 148).
4. In the text at the bottom of the dialog, click "learn more."

   
   For developers residing outside of Japan who want to sell apps on the Japan App Store, learn more about optional Japanese tax forms.
5. Enter information as described in the forms presented.

   Make sure that the Full name and Applicant's name you provide in these forms match the legal entity information you have in iTunes Connect.

   The forms you need to complete in iTunes Connect depend on where your organization is based, as listed in Table 19-1.

   Table 19-1 Japanese tax forms

If you are based in	Complete these online forms
U.S.	• Form 3 • Form 17 • Form 8802
U.K. and France	• Form 3 • Form 17
All other countries	• Form 3

   Use the instructions and tip sheets provided to help you provide the right information. Consider printing the pages from iTunes Connect so you can be sure to collect all the information before filling out the page.
6. When you're sure you have provided correct and complete information, click Submit.

   If the uploaded files aren't the right format or information is missing, you'll see a message the top of the page indicating issues to resolve. Correct the problem, and click Submit again.
7. On the main Tax Information page, click Done.

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Apple processes the information and returns it to you by email with additional forms and requirements. Complete the remaining information, print, and sign these documents and mail them to the Apple address provided. You'll need to send two original versions of the Japan Tax Authority documents. U.S. organizations need to send the completed Form 8802 to the IRS.

Apple reviews the documents and forwards them to the Japanese Tax Authority. When the Japanese Tax Authority sends them back to Apple, Apple lets you know if your request was granted and updates the tax withdrawal rate used to calculate your payment for sales in Japan stores. Your royalty payments are subject to the standard withholding rate until the filing is approved by the Japanese government.

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Viewing Payments and Financial Reports

iTunes Connect reports an organization's monthly earnings, amounts owed, and payments made by Apple. You can see up to two years of this financial information in an interactive graph that helps you identify earnings and payment trends. You can also download detailed earnings reports.

For information on the report content and how to use earnings reports, see *iTunes Connect Payments and Financial Reports Guide*. The following steps describe how to view this document.

To download and view the Payments and Financial Reports Guide

1. As an iTunes Connect user with an Admin or Finance role, sign in to iTunes Connect.
2. On the iTunes Connect homepage, click Payments and Financial Reports.

3. At the bottom of the page, click the Financial Reports Guide link.

There's also a Payments and Financial Reports section in the iTunes Connect FAQ in the Resources and Help section of iTunes Connect.

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Working with Catalog Reports

In the Catalog Reports section in iTunes Connect, you can request and download reports that detail the metadata and configurations for the iTunes Connect information for your organization's catalog of apps, including apps, In-App Purchase products, and metadata for Game Center leaderboards and achievements.

Each report includes all available information for an organization.

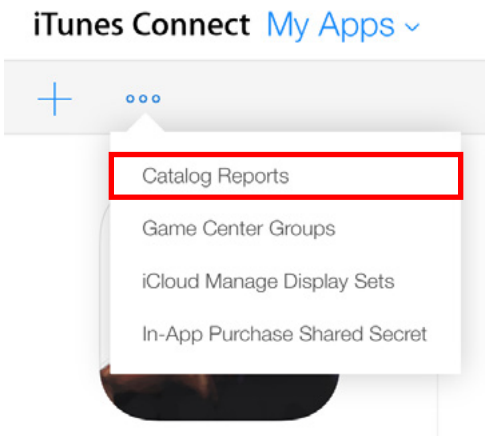
Each type of catalog report can be run as often as once per 24-hour period. Reports are available for 30 days after they are posted and are formatted as tab-delimited text files.

Requesting Catalog Reports

The team agent and any users with an Admin, Technical, or Finance role can view catalog reports.

To request a new catalog report

1. As an iTunes Connect user with an Admin or Technical role, sign in to iTunes Connect.
2. Click My Apps.
3. On the Ellipsis menu at the top-left, select Catalog Reports.



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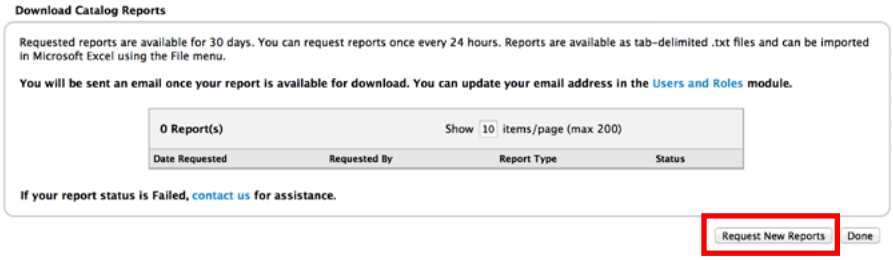
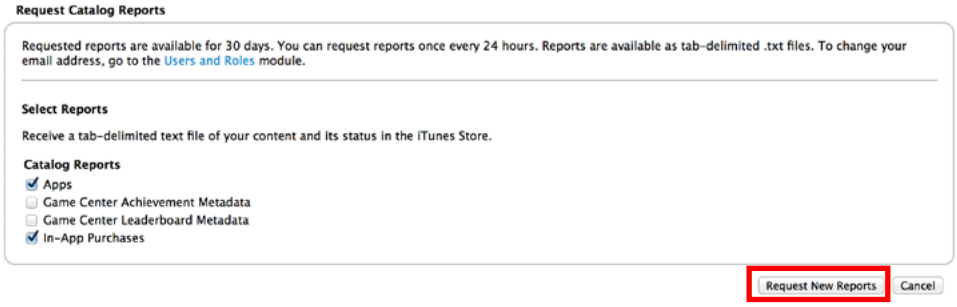
4. Click Request New Reports.


Download Catalog Reports
Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files and can be imported in Microsoft Excel using the File menu.
You will be sent an email once your report is available for download. You can update your email address in the Users and Roles module.
0 Report(s)
Show 10 items/page (max 200)
Date Requested
Requested By
Report Type
Status
If your report status is Failed, contact us for assistance.
Request New Reports
Done

5. Select the type of report you want.

   For descriptions of the reports, see Catalog Report Content (page 156).

6. Click Request New Reports.


Request Catalog Reports
Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files. To change your email address, go to the Users and Roles module.
Select Reports
Receive a tab-delimited text file of your content and its status in the iTunes Store.
Catalog Reports
Apps
Game Center Achievement Metadata
Game Center Leaderboard Metadata
In-App Purchases
Request New Reports
Cancel

When the request is successful, a message states that you'll receive an email when the report is ready to be downloaded. If one or more of the reports requested has already been requested in the current 24-hour period, a message indicates that the report or reports won't be run again.

Viewing Catalog Reports

Reports that are ready to view and download appear on the Catalog Reports page. The report downloads as a tab-delimited `.txt` file.

To download a catalog report

1. As an iTunes Connect user with an Admin, Technical, or Finance role, sign in to iTunes Connect.
2. Click My Apps.
3. On the Ellipsis menu at the top-left, select Catalog Reports.

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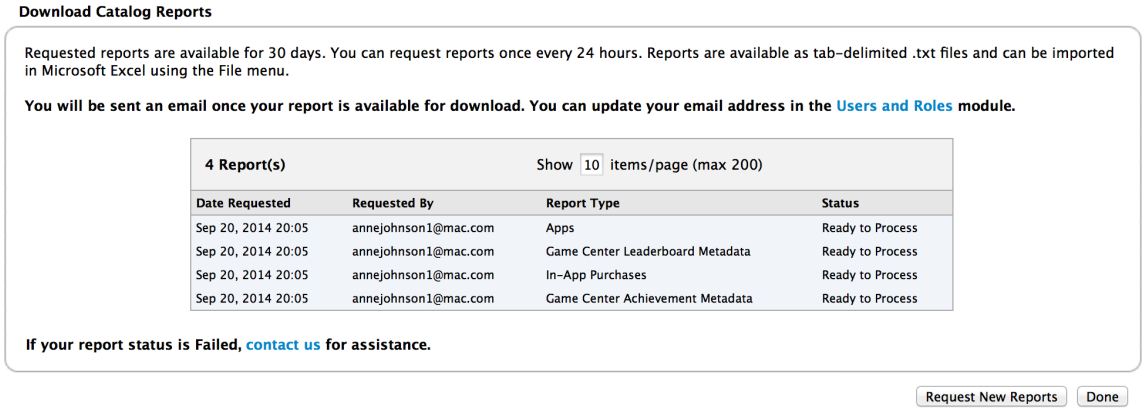
4. In the row of the report you want to view, click “Available for download.”


Download Catalog Reports
Requested reports are available for 30 days. You can request reports once every 24 hours. Reports are available as tab-delimited .txt files and can be imported in Microsoft Excel using the File menu.
You will be sent an email once your report is available for download. You can update your email address in the Users and Roles module.
4 Report(s)
Show 10 items/page (max 200)
Date Requested
Requested By
Report Type
Status
Sep 20, 2014 20:05 annejohnson1@mac.com Apps Ready to Process
Sep 20, 2014 20:05 annejohnson1@mac.com Game Center Leaderboard Metadata Ready to Process
Sep 20, 2014 20:05 annejohnson1@mac.com In-App Purchases Ready to Process
Sep 20, 2014 20:05 annejohnson1@mac.com Game Center Achievement Metadata Ready to Process
If your report status is Failed, contact us for assistance.
Request New Reports
Done

5. Open the file using your preferred spreadsheet application.

Catalog Report Content

The first row of a catalog report is a header row that includes the names of each column in the report. The following sections list each column name, the corresponding name used in iTunes Connect, and a short description of the content. For more information, see iTunes Connect App Properties (page 172).

App Catalog Report

The app-specific catalog report includes a row for each version of each app in your organization.

Catalog report column	iTunes Connect name	Description
APPLE_ID	Apple ID	The unique Apple ID assigned to the app.
APP_NAME	App Name	The name of the app.
APP_TYPE	App Type	The operating system the app supports. This value can be “iOS” or “Desktop.”
PRIMARY_LANGUAGE	Primary Language	The default language for the app. App metadata and assets are displayed in this language in all store territories unless localized information for individual territories is provided.

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Catalog report column	iTunes Connect name	Description
SKU	SKU Number	A unique UTF-8 alphanumeric identifier specified when the app was first registered in iTunes Connect. This identifier is unique to your organization and can't be edited.
VERSION_STRING	Version	The version of the app.
ITC_STATUS	Status	The current status of this version of the app. See Table 12-1 (page 102) for a list of statuses.
LATEST_STATUS_CHANGE_DATE	Status Change Date	The date on which the app status last changed.
RATING	Rating	The age rating assigned to the app. This rating is used by parental controls and provides a guideline for the age suitability of an app. The four rating categories are 4+, 9+, 12+, and 17+.
PRIMARY_GENRE	Primary Category	The primary category used by the store to list the app.
SECONDARY_GENRE	Secondary Category	The secondary category used by the store to list the app.
COUNT_IN_APP_APPROVED	Approved In-App Purchase Products	The number of In-App Purchase products that have been approved for sale for the app.
BUNDLE_IDENTIFIER	Bundle ID	The unique app identifier you have registered with Apple. Bundle IDs are specific to the app's type, iOS or OS X.
BUNDLE_VERSION	Bundle Version String	The version of the bundle.

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Catalog report column	iTunes Connect name	Description
BUNDLE_DEVICE_FAMILY	Device Family	The devices that the app works on. Valid iOS devices are: iPhone Only, iPad Only, or Universal. Mac apps show Desktop in this field. **Note:** If the app has the Prepare for Submission status, this entry is blank.
MINIMUM_OS_VERSION	Minimum OS	The minimum operating system required for this app to work.
BUNDLE_LOCALIZATIONS	Bundle Localization (`.lproj` folders)	A list of languages for which the bundle has localization information.
PRE_RENDERED_ICON	Prerendered Icon Setting	An indication of whether the iOS app has a prerendered icon. A “Y” in the column means it’s prerendered. This field is used by iOS apps only.
CURRENT_PRICE_TIER	Current Price Tier	An indication of the current price tier of the app in the store.
iAD_ENABLED	iAd Enabled	An indication of whether the app is enabled to use the iAd App Network. A “Y” in the column means it’s enabled.
GAME_CENTER_ENABLED	Game Center Enabled	An indication of whether Game Center is enabled. A “Y” in the column means it’s enabled.
NEWSSTAND_ENABLED	Newsstand Enabled	An indication of whether Newsstand is enabled. A “Y” in the column means it’s enabled.
APPROVED_LEADERBOARD_COUNT	Approved Game Center Leaderboards	The number of approved leaderboards the app contains.
APPROVED_ACHIEVEMENT_COUNT	Approved Game Center Achievements	The number of approved achievements the app contains.

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Catalog report column	iTunes Connect name	Description
List of languages	Added Localizations	The languages that the iTunes Connect record includes localized metadata for. A “Y” in a column denotes that the app has been localized for that language. If the column is blank, there’s no localized metadata for that language. The report includes a column with each possible language.
List of country codes	Territory Clearances	The store territories that the app is listed in. A “Y” denotes that the app is listed as available for sale in that territory. If the column is blank, the app isn’t available in that territory. The report includes a column with the two-letter code for each possible territory.

In-App Purchases Catalog Report

The In-App Purchases catalog report includes a row for each of the In-App Purchase products associated with apps in your organization.

Catalog report column	iTunes Connect name	Description
Apple_ID	In-App Purchase Apple ID	The unique Apple ID assigned to your In-App Purchase product.
REFERENCE_NAME	In-App Purchase Reference Name	The reference name that’s used in iTunes Connect for the product. This name isn’t displayed in the store.
PRODUCT_ID	In-App Purchase Product ID	A unique identifier used for reporting.

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Catalog report column	iTunes Connect name	Description
ADDON_TYPE	In-App Purchase Type	The type of In-App Purchase product. The type can be one of the following: Consumable, Non-Consumable, Auto-Renewable Subscription, Free Subscription, or Non-Renewing Subscription.
ADDON_ITC_STATUS	In-App Purchase iTunes Connect Status	The current state of the product.
CURRENT_PRICE_TIER	Current In-App Purchase Price Tier	The pricing tier associated with the product.
AUTO_RENEWABLE_DURATION	Auto-Renewable Duration	The length of time between auto-renewals. The duration can be 7 days, 1 month, 2 months, 3 months, 6 months, or 1 year.
FREE_TRIAL_DURATION	Free Trial Duration	The length of time of the free trial.
MARKETING_OPTIN_INCENTIVE_DURATION	Marketing Opt-In Incentive Duration	An indication of whether there's a free subscription extension if users opt in to share their contact information with you for marketing purposes.
CLEARED_FOR_SALE	Cleared for Sale Setting	An indication of whether the product is ready for sale. An "N" indicates the product is not available for purchase within the app.
APP_NAME	App Name (Parent App)	The name of the app that the product is associated with.
APP_APPLE_ID	App Apple ID (Parent App)	The Apple ID of the app that the product is associated with.

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Catalog report column	iTunes Connect name	Description
List of languages	Added Localizations	The languages that the iTunes Connect record for the product is localized for. A “Y” in a column denotes that the product has been localized for that language. If the column is blank, there isn’t localized metadata for that language. The report includes a column with each possible language.

Game Center Leaderboard Catalog Report

The Game Center Leaderboard catalog report includes a row for each of the leaderboards associated with apps in your organization.

Table 21-1 Game Center leaderboard catalog report content

Catalog report column	iTunes Connect name	Description
APP_APPLE_ID	Apple ID	The unique Apple ID assigned to your app.
REFERENCE_NAME	Leaderboard Reference Name	The internal name for the leaderboard as specified when the leaderboard is first configured in iTunes Connect.
APP_NAME	App Name	The name of the app that contributes to the leaderboard. If the leaderboard is for an app that’s in a group, this column lists the names of all apps in the group.
LEADERBOARD_ID	Leaderboard ID	The alphanumeric identifier for the leaderboard.
SCORE_FORMAT_TYPE	Score Format Type	The type of format that scores are expressed in for this leaderboard.
Display_Order	Display Order	The position in which this leaderboard appears in the list of leaderboards for the app.
SORT_ORDER	Sort Order	The leaderboard sort order. Scores can display from low to high or high to low.

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Catalog report column	iTunes Connect name	Description
MIN_SCORE_RANGE	Score Range	The minimum allowable score for the leaderboard, if set.
MAX_SCORE_RANGE	Score Range	The maximum allowable score for the leaderboard, if set.
PARENT_LEADERBOARD	Parent Leaderboard Reference Name	The Leaderboard Reference Name of the parent leaderboard if this leaderboard is a child in a combined leaderboard.
LEADERBOARD_STATUS	Leaderboard Status	The current status of the leaderboard. The following definitions apply for each status: • **In Review:** Leaderboard was submitted to Apple. • **Live:** Leaderboard was approved. • **Not Live:** Leaderboard was previously live, but has been moved to a group and hasn't been approved yet. Only applicable to group leaderboards.
IS_DEFAULT	Default	An indication that this leaderboard is the first leaderboard that users see in Game Center.
GROUP	Group Reference Name	The name of the group that the app is part of, if any.
LEADERBOARD_TYPE	Leaderboard Type	The type of leaderboard. The following definitions apply for each type: • **Single:** A single leaderboard that isn't combined with other leaderboards. • **Combined:** A leaderboard that combines and ranks scores from multiple single leaderboards. • **Attached:** A single leaderboard that's combined with other leaderboards. Leaderboards of this type are children of combined leaderboards.
LOCALIZATIONS	Languages	A comma–separated list of the languages that have been set up for the leaderboard.

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Game Center Achievement Catalog Report

The Game Center Achievement catalog report includes a row for each of the achievements associated with apps in your organization.

Catalog report column	iTunes Connect name	Description
APP_APPLE_ID	Apple ID	The unique Apple ID assigned to your app.
REFERENCE_NAME	Achievement Reference Name	An internal name for the achievement. This name is set when the achievement is first configured in iTunes Connect.
APP_NAME	App Name	The name of the app that contains the achievement. If the achievement is for an app in a group, this column lists the names of the apps in the group.
ACHIEVEMENT_ID	Achievement ID	The alphanumeric identifier for the achievement as set when the achievement is first configured in iTunes Connect.
Display_Order	Display Order	The position in which this achievement appears in the list of achievements for the app.
POINTS_VALUE	Point Value	The number of points that the achievement is worth, with a maximum of 100 points per achievement and 1000 points per app.
IS_HIDDEN	Hidden	An indication that the achievement is hidden from the player until the player meets the achievement's requirements.
IS_RECYCLABLE	Achievable More than Once	An indication that the achievement can be earned multiple times.
GROUP	Group Reference Name	The name of the group that the app is part of, if any.

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Catalog report column	iTunes Connect name	Description
ACHIEVEMENT_STATUS	Achievement Status	The current status of the achievement. The following definitions apply for each status: • **In Review:** Achievement was submitted to Apple. • **Live:** Achievement was approved. • **Not Live:** Achievement was previously live but has been moved to a group and hasn't been approved yet. Only applicable to group achievements.
LOCALIZATIONS	Languages	A comma–separated list of the languages that have been set up for the achievement.

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App Store Territories

The following table lists all of the App Store and Mac App Store territories that are available for apps to be sold in and their corresponding country codes.

Country code	Country
AE	United Arab Emirates
AG	Antigua and Barbuda
AI	Anguilla
AL	Albania
AM	Armenia
AO	Angola
AR	Argentina
AT	Austria
AU	Australia
AZ	Azerbaijan
BB	Barbados
BE	Belgium
BF	Burkina Faso
BG	Bulgaria
BH	Bahrain
BJ	Benin
BM	Bermuda
BN	Brunei
BO	Bolivia

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Country code	Country
BR	Brazil
BS	Bahamas
BT	Bhutan
BW	Botswana
BY	Belarus
BZ	Belize
CA	Canada
CG	Republic Of Congo
CH	Switzerland
CL	Chile
CN	China
CO	Colombia
CR	Costa Rica
CV	Cape Verde
CY	Cyprus
CZ	Czech Republic
DE	Germany
DK	Denmark
DM	Dominica
DO	Dominican Republic
DZ	Algeria
EC	Ecuador
EE	Estonia
EG	Egypt

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Country code	Country
ES	Spain
FI	Finland
FJ	Fiji
FM	Federated States Of Micronesia
FR	France
GB	United Kingdom
GD	Grenada
GH	Ghana
GM	Gambia
GR	Greece
GT	Guatemala
GW	Guinea-Bissau
GY	Guyana
HK	Hong Kong
HN	Honduras
HR	Croatia
HU	Hungary
ID	Indonesia
IE	Ireland
IL	Israel
IN	India
IS	Iceland
IT	Italy
JM	Jamaica

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Country code	Country
JO	Jordan
JP	Japan
KE	Kenya
KG	Kyrgyzstan
KH	Cambodia
KN	St. Kitts and Nevis
KR	Republic Of Korea
KW	Kuwait
KY	Cayman Islands
KZ	Kazakstan
LA	Lao People's Democratic Republic
LB	Lebanon
LC	St. Lucia
LK	Sri Lanka
LR	Liberia
LT	Lithuania
LU	Luxembourg
LV	Latvia
MD	Republic Of Moldova
MG	Madagascar
MK	Macedonia
ML	Mali
MN	Mongolia
MO	Macau

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Country code	Country
MR	Mauritania
MS	Montserrat
MT	Malta
MU	Mauritius
MW	Malawi
MX	Mexico
MY	Malaysia
MZ	Mozambique
NA	Namibia
NE	Niger
NG	Nigeria
NI	Nicaragua
NL	Netherlands
NO	Norway
NP	Nepal
NZ	New Zealand
OM	Oman
PA	Panama
PE	Peru
PG	Papua New Guinea
PH	Philippines
PK	Pakistan
PL	Poland
PT	Portugal

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Country code	Country
PW	Palau
PY	Paraguay
QA	Qatar
RO	Romania
RU	Russia
SA	Saudi Arabia
SB	Solomon Islands
SC	Seychelles
SE	Sweden
SG	Singapore
SI	Slovenia
SK	Slovakia
SL	Sierra Leone
SN	Senegal
SR	Suriname
ST	Sao Tome and Principe
SV	El Salvador
SZ	Swaziland
TC	Turks and Caicos
TD	Chad
TH	Thailand
TJ	Tajikistan
TM	Turkmenistan
TN	Tunisia

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Country code	Country
TR	Turkey
TT	Trinidad and Tobago
TW	Taiwan
TZ	Tanzania
UA	Ukraine
UG	Uganda
US	United States
UY	Uruguay
UZ	Uzbekistan
VC	St. Vincent and The Grenadines
VE	Venezuela
VG	British Virgin Islands
VN	Vietnam
YE	Yemen
ZA	South Africa
ZW	Zimbabwe

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iTunes Connect App Properties

This appendix describes the properties of an app entered in iTunes Connect and displayed on the App Store or Mac App Store, as well as properties of iTunes Connect Users and Roles.

About This App

These properties identify an app in the iTunes Connect record. You can access them from the App Details page, under the More menu.

Property	Description	Editable
Primary Language	The language you use to enter app details in iTunes Connect. Information provided in this language is used for any store territory for which there isn't information localized in the territory's primary language. The primary language applies only to store information. The languages your app supports are set in your build.	Can be changed at any time to other languages for which you've provided localized metadata.
Bundle ID	An identifier used by iOS and OS X to recognize any future updates to your app. Your bundle ID must be registered with Apple and unique to your app. The same bundle ID can't be used for both iOS and Mac apps. This property may be an explicit App ID or a wildcard App ID. If it's a wildcard App ID, you also need to specify a bundle ID suffix. The bundle ID (combined with the bundle ID suffix) must exactly match the bundle identifier in your Xcode project `Info.plist` file (found under the target's General > Identity section).	Can't be edited after the app is approved.
Bundle ID Suffix	A string that is appended to the bundle ID property if the bundle ID is a wildcard App ID. The bundle ID and bundle ID suffix must form a bundle identifier that exactly matches the bundle identifier in your Xcode project `Info.plist` file.	Can't be edited after the app is approved.
Apple ID	A unique number that Apple assigns to the app.	Can't be edited.

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Property	Description	Editable
SKU Number	A unique ID for your app in the Apple system that is not seen by users. You can use letters, numbers, hyphens, periods, and underscores. The SKU can't start with a hyphen, period, or underscore. Use a value that is meaningful to your organization.	Can't be edited after saving the iTunes Connect record.

Version Information

Version Information properties include the localizable text and images that appear in the store.

Changes you make to version-level app information are posted immediately; expect 24 hours for a full refresh of the change on the store. For information about setting the initial values, see Creating an iTunes Connect Record for an App (page 29). For information about updating these values, see Viewing and Changing Your App's Metadata (page 94).

You can see many of the Version Information properties for each store territory on your app's Version Summary. See Viewing Version Details for Each Territory (page 97).

Property	Description	Editable
Language	The language of this metadata.	Locked
Screenshots	One screenshot per localization is required and up to 4 more are optional. For specifications of screenshots, read Screenshot Properties (page 178).	Locked
App Preview	An app preview is an optional short video demonstrating your app. Your app may have one app preview per device. For specifications of app previews, read App Preview Properties (page 182).	Locked
Name	The localized name of your app as it appears on the store. The app name must be at least two characters and no more than 75 bytes. **Note:** After you submit an app, you can change its name only the next time you update the app build with a new version. Otherwise, to change the name you must reject the app and resubmit it.	Locked
Description *(required)*	A localized description of the app, detailing the features and functionality. Descriptions are limited to 4000 bytes. The description should be in plain text, with line breaks as needed. HTML formatting isn't recognized. Make sure to check your text for spelling or grammar errors.	Unlocked

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Property	Description	Editable
What's New in this Version *(required)*	Localized release notes detailing the changes in this version of your app. For example, you might want to list new features, UI improvements, or bug fixes. This text can be as long as 4000 bytes. This field isn't available for the first version of an app.	Unlocked
Keywords *(required)*	One or more localized keywords that describe your app. Separate search terms with commas. At least one keyword of greater than two characters is required. You can provide up to 100 bytes of content. Your app is searchable by app name and company name, so you do not need to duplicate these values in the keyword list. Names of other apps or companies are not allowed.	Locked
Support URL *(required)*	The support website you plan to provide for users who have questions regarding the app. The support URL must lead to actual contact information so that your users can contact you regarding app issues, general feedback, and feature enhancement requests. The URL can specify a localized site. Include the entire URL, including the protocol. For example, `http://support.example.com` .	Unlocked
Marketing URL *(optional)*	The website where users get more information about the app. The URL can specify a localized site. Include the entire URL, including the protocol.	Unlocked
Privacy Policy URL *(optional)*	A URL that links to your company's privacy policy. Privacy policy URLs are required for all apps that offer auto-renewable or free subscriptions and for apps that are set to Made for Kids. Customers see this URL on their invoice and on the subscription confirmation email they receive. The URL can specify a localized site. Include the entire URL, including the protocol. Note that if your app is set to Made for Kids, you need to specify a Privacy policy URL for each localization provided for the app.	Unlocked

General App Information

General App Information properties are metadata that apply to all of the localizations.

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These properties contain the text and images that appear for the app in stores for each territory in which the app is available for sale or download. They apply to specific versions of an app. For information about setting the initial values, see Creating an iTunes Connect Record for an App (page 29). For information about updating these values, see Viewing and Changing Your App's Metadata (page 94).

General App Information properties are either locked or unlocked. Unlocked properties are always editable. Locked properties are only editable when your app is in an editable state. The tables in this section indicate whether a property is locked or unlocked. Changes you make to unlocked General App Information properties are posted immediately (expect 24 hours for a full refresh of the change on the store). See also About App Statuses (page 101).

Property	Description	Editable
App Icon *(required for iOS apps)*	The large app icon is displayed for your app on the App Store and, if needed, is used to feature your app on the App Store. iOS app icons need to meet the following requirements: • 1024 x 1024 pixels (don't scale up smaller artwork, because this could appear pixelated and blurry) • 72 dpi, RGB, flattened, no transparency, no rounded corners • High-quality JPEG or PNG image file format. To preview an image in a separate window before submitting it, click the filename. **Note:** The small icon (57 x 57 pixels for iPhone and iPod touch, 50 x 50 pixels and 72 x 72 pixels for iPad) that you include inside the build is used on the device Home screen when installed.	Locked
Version Number *(required)*	The version number of the app you're adding. This is the version number that will display on the App Store for customers. Numbering should follow typical software versioning conventions (for example, *1.0* , *1.0.1* , *1.1*). **Important:** Make sure this App Store version number matches the version number set in the bundle. If these don't match, upload errors for later updates might occur.	Locked

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Property	Description	Editable
Primary Category *(required)* / Secondary Category *(optional)*	The categories that best describe the app you're adding. For a list of categories and their descriptions, click the App Store Category Definitions link in the Category section of the Version Information. For Mac apps, you must define a category in the `Info.plist` file of your app build using the `LSApplicationCategoryType` key. The list of categories you can choose to define in your property list is the same as the available categories for Mac apps in iTunes Connect. The primary category selected in iTunes Connect should match the category defined in the app build property list.	Locked
Subcategory *(optional)*	Subcategories for games. If you select Games as the Primary or Secondary Category, you can also select one or two subcategories to help more accurately define your game.	Locked
Rating *(required)*	The rating for your app for the purpose of parental controls on the store. For more information, read Set App Ratings (page 22).	Locked
Made for Kids *(optional)*	An indication that the app appears in the Kids category on the store; this property includes the age range set for the app. If the app rating changes after enabling Made for Kids and the app no longer qualifies for the category, you'll see an error when you save the options on the page. For more information, read Made for Kids: Target Kid-Friendly Apps (page 25).	Locked
License Agreement	License agreement details are described in License Agreement (page 184).	Unlocked
Copyright *(required)*	The name of the person or entity that owns the exclusive rights to the app, preceded by the year the rights were obtained (for example, *2014 Example, Inc.*). The copyright symbol is added automatically.	Unlocked
Trade Representative Contact information	Details are explained in Trade Representative Contact Information (page 185).	Unlocked

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Property	Description	Editable
Routing App Coverage File *(optional)*	Routing app coverage files are `.geojson` files that specify the geographic regions supported by your app. The file can have only one MultiPolygon element. MultiPolygon elements consist of at least one Polygon. Polygons contain at least four coordinate points. The start and end coordinate points for a polygon must be the same. For information about the requirements of this file, read Specifying the Geographic Coverage File Contents in *Location and Maps Programming Guide*.	Unlocked
Size	The final size of your app after it's been uploaded, encrypted for DRM purposes, and recompressed. This value is not shown on App Details. It is available on the Version Summary page for your app, described in Reviewing Your Version Summary (page 66).	Read-Only

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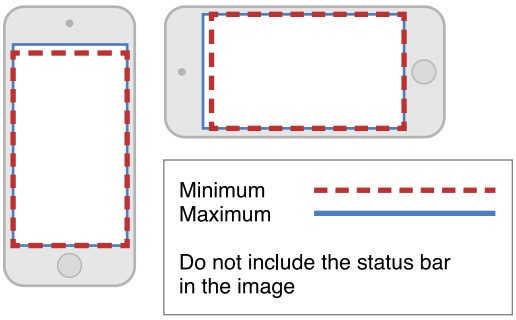
Screenshot Properties

Device	Specifications	Editable

3.5-Inch Retina Display Screenshots *(required)*	One screenshot is required. Up to four additional screenshots can be uploaded. You can rearrange the screenshots when you create or edit the iTunes Connect record.
	Don't include the device status bar in your screenshots. Screenshot requirements are:
	• 72 dpi, RGB, flattened, no transparency
	• High-quality JPEG or PNG image file format
	• Any of the following sizes:
	  • 640 x 920 pixels for hi-res portrait (without status bar) minimum
	  • 640 x 960 pixels for hi-res portrait (full screen) maximum
	  • 960 x 600 pixels for hi-res landscape (without status bar) minimum
	  • 960 x 640 pixels for hi-res landscape (full screen) maximum
	 
		Locked

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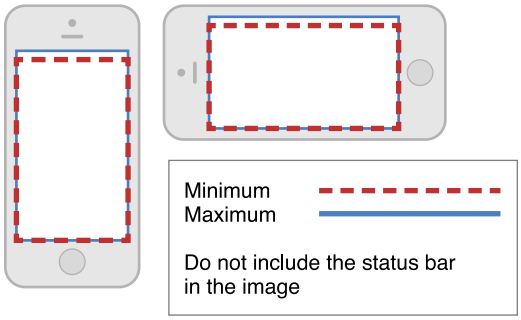
Device	Specifications	Editable

4-Inch Retina Display Screenshots (Required)	You're required to upload at least one of these screenshots.
	Up to four additional optional screenshots can be uploaded. You can rearrange the screenshots when you create or edit the iTunes Connect record.
	Don't include the device status bar in your screenshots. Screenshot requirements are:
	• 72 dpi, RGB, flattened, no transparency
	• High-quality JPEG or PNG image file format
	• Any of the following sizes:
	  • 640 x 1096 pixels for portrait (without status bar) minimum
	  • 640 x 1136 pixels for portrait (full screen) maximum
	  • 1136 x 600 pixels for landscape (without status bar) minimum
	  • 1136 x 640 pixels for landscape (full screen) minimum
	 
		Locked

4.7-inch Retina screenshot	If your app indicates that it is optimized for the iPhone 6, at least one 4.7-inch screenshot is required. Up to four additional screenshots can be uploaded. You can rearrange the screenshots when you create or edit the iTunes Connect record. Screenshot requirements are: • 72 dpi, RGB, flattened, no transparency • High-quality JPEG or PNG image file format • 750 x 1334 pixels for hi-res portrait • 1334 x 750 pixels for hi-res landscape	Locked

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Device	Specifications	Editable
5.5-inch Retina screenshot	If your app indicates that it is optimized for the iPhone 6 Plus, at least one 5.5-inch screenshot is required. Up to four additional screenshots can be uploaded. You can rearrange the screenshots when you create or edit the iTunes Connect record. Screenshot requirements are: • 72 dpi, RGB, flattened, no transparency • High-quality JPEG or PNG image file format • 1242 x 2208 pixels for hi-res portrait • 2208 x 1242 pixels for hi-res landscape	Locked

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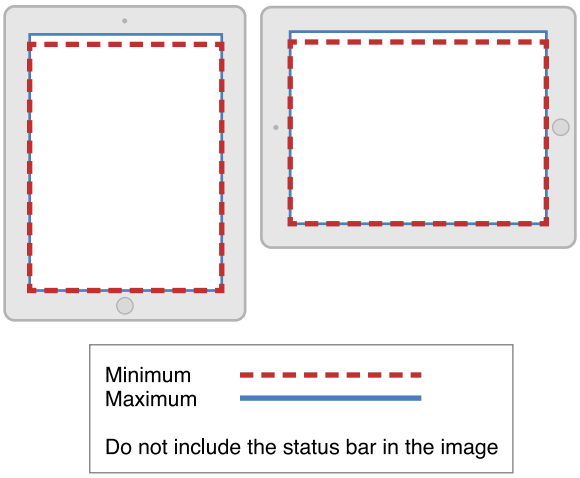
Device	Specifications	Editable

iPad Screenshots *(required if app runs on iPad)*	If your build indicates that your app runs on iPad, you're required to upload at least one iPad screenshot.
	Up to four additional screenshots can be uploaded. You can rearrange the screenshots when you create or edit the iTunes Connect record.
	Don't include the device status bar in your screenshots. Screenshots requirements are:
	• 72 dpi, RGB, flattened, no transparency
	• High-quality JPEG or PNG image file format
	• Any of the following sizes:
	  • 1024 x 748 pixels for landscape (without status bar) minimum
	  • 1024 x 768 pixels for landscape (full screen) maximum
	  • 2048 x 1496 pixels for hi-res (without status bar) minimum
	  • 2048 x 1536 pixels for hi-res landscape (full screen) maximum
	  • 768 x 1004 pixels for portrait (without status bar) minimum
	  • 768 x 1024 pixels for portrait (full screen) maximum
	  • 1536 x 2008 pixels for hi-res portrait (without status bar) minimum
	  • 1536 x 2048 pixels for hi-res portrait (full screen) maximum
	 
	
		Locked

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Device	Specifications	Editable

Mac Screenshots *OS X only (required)*	One screenshot is required for Mac apps.
	Up to four additional screenshots can be uploaded. Screenshots appear on the store in the order they were uploaded in iTunes Connect.
	Screenshot requirements are:
	• 72 dpi, RGB, flattened, no transparency
	• High-quality JPEG or PNG image file format in the RGB color space
	• 16:10 aspect ratio
	• One of the following sizes:
	  • 1280 x 800 pixels
	  • 1440 x 900 pixels
	  • 2880 x 1800 pixels
		Locked

App Preview Properties

The resolutions for app previews for the supported displays are specified in App Sandbox Information (page 190).

Uploads must be done using Safari and OS X 10.10, and only one localization is accepted. App previews must disclose In-App Purchases and may contain no ads, no platform logos, no pricing, and no timelines.

App preview properties are locked, and so they can only be edited when the app is in an editable state.

The app preview feature is not available for 3.5 inch display.

App Preview Resolutions

	Native Resolution	Accepted Landscape Resolutions	Accepted Portrait Resolutions
5 Series	1136 x 640 (16:9)	1920 x 1080 or 1136 x 640	1080 x 1920 or 640 x 1136
iPad	2048 x 1536 (4:3)	1200 x 900	900 x 1200
iPhone 6	1334 x 750	1334 x 750	750 x 1334

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	Native Resolution	Accepted Landscape Resolutions	Accepted Portrait Resolutions
iPhone 6 Plus	2208 x 1242 (Rendered Pixels) 1920 x 1080 (Physical Pixels)	1920 x 1080	1080 x 1920

App Preview Specifications

	H.264	ProRes 422 HQ only	Notes
Target Bit Rate	10-12 Mbps	VBR ~220 Mbps	
Video Characteristics	Progressive, up to High Profile Level 4.0	Progressive, no external references	
Max Frame Rate	30 fps	30 fps	
Audio	• Stereo • Codec: 256kbps AAC • Sample Rate: 44.1kHz or 48kHz • All tracks should be enabled	• Stereo • Codec: PCM or 256kbps AAC • Bit Depth (for PCM): 16-, 24-, or 32-bit • Sample Rate: 44.1 or 48kHz • All tracks should be enabled	Stereo configuration: • 1 track with 2-channel stereo (1st channel L and 2nd channel R) • 2 tracks with 1-channel stereo (1st track L and 2nd track R)
Supported Extensions	.mov, .m4v, .mp4	.mov	
Max File Size	500MB	500MB	
Min Length	15 seconds	15 seconds	
Max Length	30 sec	30 sec	

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	H.264	ProRes 422 HQ only	Notes
Poster Frame	5 sec default	5 sec default	5 sec default will be set at upload time. The developer can change the poster frame until the app is in review. Poster frame changes post on approved previews will require a new build version.
Orientation	Portrait or Landscape	Portrait or Landscape	Preview will play in the orientation provided by the developer. The product page will show previews in portrait. Once it played the preview will rotate to native orientation.
Capture	iOS 8	iOS 8	
Upload and Playback in iTunes Connect	Safari 8 and OS X 10.10	Safari 8 and OS X 10.10	
View/Play on Device	iOS 8	iOS 8	

License Agreement

Apple provides a standard EULA (end-user license agreement) that applies in all territories. You can provide a document that supersedes the Apple EULA for one or more countries. You can provide only one EULA per app, so this document needs to contain agreement text appropriate for each territory where you want to apply your custom EULA. For information about creating a EULA, go to Instructions for Minimum Terms of Developer's End-User License Agreement.

If you don't provide a EULA, the standard EULA is applied to your app and the EULA link won't be shown on the app page on the store. For the text of the standard agreement, go to Licensed Application End User License Agreement.

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Property	Description
License Agreement *(optional)*	A plain text document describing the end-user license agreement that applies to this app in the countries indicated. All HTML tags are stripped and escaped, and only line break characters are accepted. Make sure that the text includes localized information that meets local legal and language requirements. Your license agreement text can include multiple languages.
Countries	The countries in which a custom EULA applies.

Trade Representative Contact Information

If your company is selling apps in the Korea App Store, iTunes Connect provides the opportunity for you to display trade representative contact information in compliance with Korean e-commerce regulations. The trade rep is someone within the company who has the authority to represent the company. Examples include the CEO, Representative Director, or other responsible officer within the company.

If you are based in the Republic of Korea, the contact information includes fields for your e-commerce and business registration numbers.

The App Store Contact Information displays only if your Apple Developer Program registration was for a company, not an individual.

Property	Description
Trade Rep First Name	The first name of the App Store contact.
Trade Rep Last Name	The last name of the App Store contact.
Email Address	The email address of the App Store contact.
Address Line 1	The physical address of the App Store contact.
Address Line 2	The physical address of the App Store contact.
City	The city of the App Store contact.
State	The state or province of the App Store contact.
Postal Code	The postal code for the App Store contact.
Country	The country of the App Store contact.
Email	The email address of the App Store contact.

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Property	Description
Phone Number	The phone number of the App Store contact. Include the country code.
E-Commerce Registration Number	A registration number issued by the government of Korea for companies doing business on the Internet. This property appears only for organizations based in the Republic of Korea.
Business Registration Number	A registration number issued by the district tax authority in Korea to companies doing business in Korea. This property appears only for organizations based in the Republic of Korea.
Display in Korean App Store *(optional)*	An indication that the contact information is displayed in the Korea App Store. If selected, the first name, last name, and valid email address are required. If not selected, the contact information is not displayed in any store.

App Review Information

Contact Information properties provide information to Apple to support the app review process. This information never appears to users.

Property	Description
First Name *(required)* Last Name *(required)* Email Address *(required)* Phone Number *(required)*	Contact information of the person in your organization who should be contacted if the App Review team has any questions or needs additional information.
Notes *(optional)*	Additional information about your app that can help during the review process. Include information that may be needed to test your app, such as app-specific settings and test registration or account details. The Review Notes field can contain up to 4000 bytes and can be provided in any language. If your app delivers streaming video over the cellular network, enter a test stream URL in the Review Notes. This text is visible only to the Apple review team.

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Property	Description
Demo Account User Name *(optional)*	The user name for a full-access demo account. This account is used during the app review process and must not expire. Details for additional accounts should be included in the Review Notes field.
Demo Account Password *(optional)*	The password for the full-access demo account.

Availability, Pricing, and Territory Rights

These properties describe where and when the app is available and at what price. They can be accessed through the Pricing menu on the App Details page. See Creating an iTunes Connect Record for an App (page 29) and Viewing and Changing Your App's Metadata (page 94).

Property	Description
Availability Date	The date when your app will be available for purchase on the store. If your app hasn't been approved by Apple before this date, it's posted to the store as soon as it's been approved. This date is a global date and applies to all relevant store territories and app versions. If you change this date, the new date applies to all versions of your app.
Price Tier	The level that determines both the customer price and your proceeds. Your proceeds are the price minus Apple's commission and applicable taxes. If you choose a Price Tier other than Free, you must have a Paid Applications contract in place before you can sell the app. You can view the pricing matrix by clicking Pricing on the App Details page for any app.
Price Tier Effective Date	The date when a new price tier will take effect on the store. See Scheduling Price Tier Changes (page 110).
Price Tier End Date	The date that a price tier will no longer be in effect and will return to the previously set price tier. See Scheduling Price Tier Changes (page 110).
Discount for Educational Institutions	If selected, this app is offered at a discount to educational institutions enrolled in the Apple Volume Purchase Program. The details of the discount are found in the latest Paid Application contract, which you must sign before this app will be available to education customers.

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Property	Description
Custom B2B App *(iOS only)*	If this option is selected, this app is a custom B2B app that isn't available in the public store. This option is available only if you're creating an iTunes Connect record for the first version of the app and the record is still in an editable state. For more information, see Configuring a Custom B2B App (Optional) (page 193).
Territories	The individual countries or territories where the app is available to purchase or download. By default, your app is available in all territories the store currently supports and is added to new store territories.
iCloud Download Settings	The versions of an app that are available for existing customers to download from iCloud. You need to exclude app versions from iCloud if the version includes legal or usability issues. See Preventing App Versions from Appearing in iCloud (page 131).

Apple Watch Properties

If you upload an app with a WatchKit extension, the Apple Watch properties appear below the Version Information properties on the Version Summary page. (To view version information, read Viewing Version Details for Each Territory (page 97).) There isn't a separate WatchKit extension description but the version description, described in Version Information (page 173), can mention the WatchKit extension functionality.

You need to provide these additional properties for apps with WatchKit extensions:

Property	Description
Icon	Displays on Apple Watch product page and Apple Watch badge for the iOS app product page. Apple applies a circular mask to the icon. Icon should look good with the mask and be similar to the app icon. The icon needs to meet the following requirements: • 1024 x 1024 pixels • 72 dpi, RGB, flattened, no transparency, no rounded corners • High-quality JPEG or PNG image file format

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Property	Description
Screenshots	One screenshot is required. Up to four additional screenshots can be uploaded. Screenshots should suggest what the WatchKit extension does. Screenshot requirements are: • 72 dpi, RGB, flattened, no transparency • High-quality JPEG or PNG image file format • 312 x 390 pixels (only one orientation)

Game Center Properties

Game Center properties are described in Game Center Properties in *Game Center Configuration Guide for iTunes Connect*.

In-App Purchase Properties

In-App Purchase properties are described in Properties of In-App Purchase Metadata in *In-App Purchase Configuration Guide for iTunes Connect*.

Newsstand Properties

These properties describe the configuration information iTunes Connect collects for Newsstand-enabled apps and issues.

Property	Description
Default Cover Art	The default cover art used to represent your app on the store. The cover art must be a `.png` file, at least 72 dpi, a minimum of 1024 pixels on the long edge, and it must have an aspect ratio between 1:2 and 2:1. Also, the artwork must be flat with no rounded corners.
Subcategory *(Optional)*	The category that best describes the Newsstand product you're adding. The primary category is Newsstand.
Published Date	The date you want this issue to be available on the store.
End Date	The date you want this issue to be removed from the store (it's removed at the beginning of the day).

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Property	Description
Issue ID	An internal identifier that isn't visible on the store.
Summary	A summary of the issue that customers see on the store. The summary can be as long as 2000 bytes.
Issue Default Cover Art	The default cover art you specify is used to represent your app on the store when there are no issues available for your app on a given date or you don't provide issue art for an issue. The cover art must be a `.png` file, at least 72 dpi, with a minimum of 512 pixels on the long edge, and an aspect ratio between 1:2 and 2:1. The artwork must be flat, with no rounded corners.
Atom Feed URL	The URL for an atom feed that provides information for the store for Newsstand issues. The store processes the feed once a day, incorporating any new information. For more information, read Newsstand Atom Feed Specification.

App Sandbox Information

These Mac App properties include notes for each temporary exception entitlement specified in the app build. If you are using App Sandbox entitlements, Apple needs information on each entitlement included in the app. For more information, see *App Sandbox Design Guide*.

Property	Description
Entitlement Key *(required if the app uses entitlements)*	Entitlement key corresponding to a temporary exception entitlement implemented in the app.

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Property	Description
Usage Information *(required if the app uses entitlements)*	Information describing how to assess the entitlement and a description of the values in an array value used by the entitlement. If the entitlement works around a missing App Sandbox feature, include the issue number describing the exception. In particular, the description should include: • How the entitlement can be assessed. • Why the entitlement is needed by the app. • What functionality this entitlement enables. • If the entitlement uses an array value, provide information on each value in the array. • If the entitlement works around a missing App Sandbox feature, include the issue number.

User Properties

User Roles

These properties describe the roles that control which iTunes Connect sections users have access to.

Role	Description
Admin	Gives the user access to all iTunes Connect sections. Users with an Admin role have the ability to create, delete, or modify existing iTunes Connect users and sandbox testers. They can manage testing of prerelease versions. They can request promo codes. The initial iTunes Connect user (team agent) is granted both Admin and Legal roles by default.
Legal	Gives the user access to all sections. This role is only available to the initial iTunes Connect user (team agent) and can't be edited in iTunes Connect. This role allows the individual to enter into agreements with iTunes via iTunes Connect, request promo codes, transfer and delete apps, and manage TestFlight beta testing. To change your team agent, you must visit Member Center.
Finance	Gives the user access to Financial Reports, Agreements, Tax and Banking information, iAd App Network, Sales and Trends reports, and Analytics sections. Users with a Finance role can view users' profiles but can edit only their own user information.

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Role	Description
Technical	Gives the user access to the My Apps, Resources and Help, Users and Roles, and iAd App Network sections of iTunes Connect. Technical users can create sandbox testers and manage TestFlight beta testing. They can also be added as internal testers themselves. Users with a Technical role can view other users' profiles but can edit only their own user information.
Sales	Gives the user access to the Sales and Trends, Analytics, Users and Roles, iAd App Network, and Contact Us sections. Users with a Sales role can view other users' profiles but can edit only their own user information. Assign this role to those in your organization who need access to reporting, marketing, and ad campaign information but not to app management or financial information.
Marketing	Gives the user access to the Contact Us section. Assign this role to the person on your team who manages your marketing materials and any promotional artwork. Users with the Marketing role are contacted by the App Store team if an app is chosen to be featured in the App Store.

User Notifications

iTunes Connect users can be notified of events happening within iTunes Connect such as an app being approved for sale or a contract expiring. These properties describe the types of notification that can be enabled for an iTunes Connect user account.

Notification type	Description
Contract	Provides email alerts with contract status updates. Examples are contract expiration warnings or requests for more information from you to complete your contract setup.
Financial Report	Provides email alerts when finance reports are available for download in iTunes Connect.
App Status	Provides email alerts when an app changes state.
Payment	Provides email alerts when a payment to your bank is returned.

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Configuring a Custom B2B App (Optional)

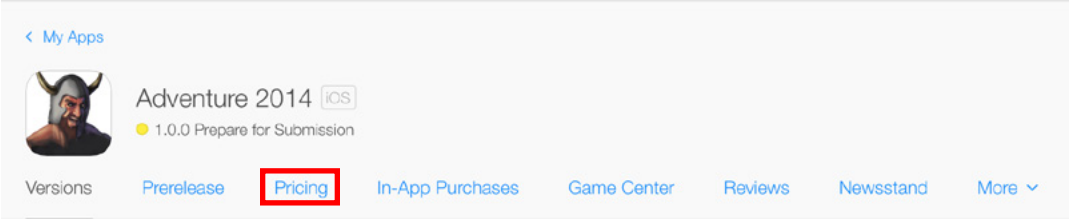
A custom B2B app is only available to the Volume Purchase Program customers that you specify in iTunes Connect, and it is available only in the applicable territories. For example, U.S. Volume Purchase Program customers must use the U.S. App Store Volume Purchase Program for Business. Custom B2B apps aren't available to educational institutions. To learn more, go to Volume Purchase Program for Business webpage. To learn more about how your customers can sign up for the Volume Purchase Program, go to VPP for Business Enrollment webpage.

To configure a custom B2B app, be prepared to provide the following:

- **Paid Applications contract.** Even though custom B2B apps can be free, you must have a Paid Applications contract for your app to be visible on the Custom B2B App Store.
- **Apple IDs for the customers to whom the app will be available.** You indicate your customers by specifying their Apple IDs created for use with the Volume Purchase Program. You must enter at least one Apple ID, and you can enter any number of Apple IDs.

To make an app available privately

1. Create an iTunes Connect record for the app, as described in Creating an iTunes Connect Record for an App (page 29).
2. On the App Details page, click the Pricing tab.



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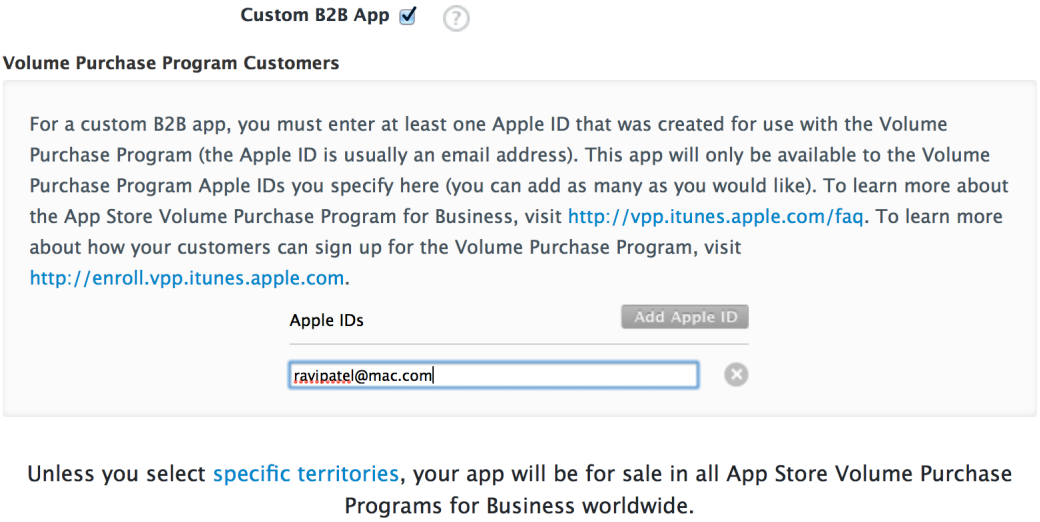
3. Select Custom B2B App.


Custom B2B App
Volume Purchase Program Customers
For a custom B2B app, you must enter at least one Apple ID that was created for use with the Volume Purchase Program (the Apple ID is usually an email address). This app will only be available to the Volume Purchase Program Apple IDs you specify here (you can add as many as you would like). To learn more about the App Store Volume Purchase Program for Business, visit http://vpp.itunes.apple.com/faq. To learn more about how your customers can sign up for the Volume Purchase Program, visit http://enroll.vpp.itunes.apple.com.
Apple IDs
Add Apple ID
ravipatel@mac.com
Unless you select specific territories, your app will be for sale in all App Store Volume Purchase Programs for Business worldwide.

4. Click Add Apple ID.
5. Enter an Apple ID created for use with the Volume Purchase Program, then press the Return key.
6. Repeat step 5 for each Apple ID you want to add.
7. Click Save.

   If an Apple ID isn't one created for the Volume Purchase Program, you see an error at the top of the page and the Apple ID is removed from the list.

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Device Compatibility Matrix

The information provided by the Device Compatibility Matrix is now available in *iOS Device Compatibility Reference* .

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Document Revision History

This table describes the changes to *iTunes Connect Developer Guide*.

Date	Notes
2015-04-30	Added "Viewing App Analytics" chapter.
2015-04-09	Applied edits throughout.
2015-03-13	Applied minor edits throughout.
2015-03-09	Applied minor edits throughout.
2015-02-12	Updated per new TestFlight Beta external tester features.
2015-01-28	Applied edits per resolution center changes.
2014-12-19	Miscellaneous minor corrections
2014-12-04	Added new material on custom bundle icons
2014-11-21	Added new material on app preview, bundle IDs, Beta App Review.
2014-10-02	Updates on TestFlight Beta Testing, App Bundles, and App Previews.
2014-09-17	Made minor changes throughout.
2014-09-09	Updated to include descriptions of extensive UI redesign, Internal beta testing, App Preview, and App Bundle creation.
2014-09-05	Updated to include descriptions of extensive UI redesign, Internal beta testing, App Preview, and App Bundle creation.
2014-08-26	Added IDFA information.

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Date	Notes
2014-04-22	Updated information about app ratings calculations for Brazil and new ratings content descriptions.
2013-12-12	Reorganized the chapters to better reflect the task flow in iTunes Connect; split Game Center and In-App Purchase material into their own documents.

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